



Strategic Plan

2025 - 2030



JamiiAfrica

Inform



Engage



Empower

Vision

Netizens making Informed Decisions

Mission

Building an Inclusive Digital Community while extending and promoting Access to Quality and Credible Information

Our Strength

We run trusted community platforms which are credible, reliable and unbiased sources of information

01

04

Strong convening power and ability to nurture strategic, long-term partnerships with a diverse range of entities

Over 20 years of experience in the Digital Space

02

05

Clear, prompt and supportive feedback loops

Serving a diverse demographic (age, gender, professions, beliefs, geographic locations etc.)

03

06

Resilience and the proven ability to adapt to change without compromising on our values

Our Core Values

01

Freedom of Expression

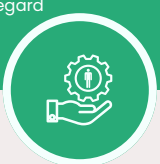
Upholding the fundamental right for all to articulate their views, whether spoken or written



02

Respect

Valuing partners, stakeholders, and team members perspectives by actively listening, communicating kindly, and fostering a culture of mutual regard



03

Credibility

Embodying reliability and maintaining high standards in every facet of our work, reflecting a deep sense of duty and care



04

Collaboration

Leveraging the power of collaboration and the multi-actors approach by uniting diverse partners and stakeholders, sharing expertise, and coalescing around shared objectives



05

Resilience

No matter the hardships, we will never give up. We will always work together to navigate challenges, recover from setbacks, and continuously innovate in a dynamic environment.



06

Privacy

Respecting and valuing the confidentiality of information from our vast community of stakeholders, always grounded in human-rights-centered privacy principles



Our Main Goal

“ Creating a **more informed citizenry**, a **more responsive government** and an **increased citizen participation** in various development agendas (political participation, governance, livelihood, digital economy) ”

GENERAL OVERVIEW

The next 6 years represent an opportunity for transformative change in citizen-government relations. By combining the dynamism of digital platforms with the offline community engagements, **JamiiAfrica** aims to build a democratic ecosystem where voices are heard and governments respond. We aim at creating a more informed citizenry, more responsive governments and increased citizen participation in various development agendas (political participation, governance, livelihood and digital economy). We aim not only empower citizens, partners and the media but will also forge a resilient democracy that supports development and societal progress.

Why now?

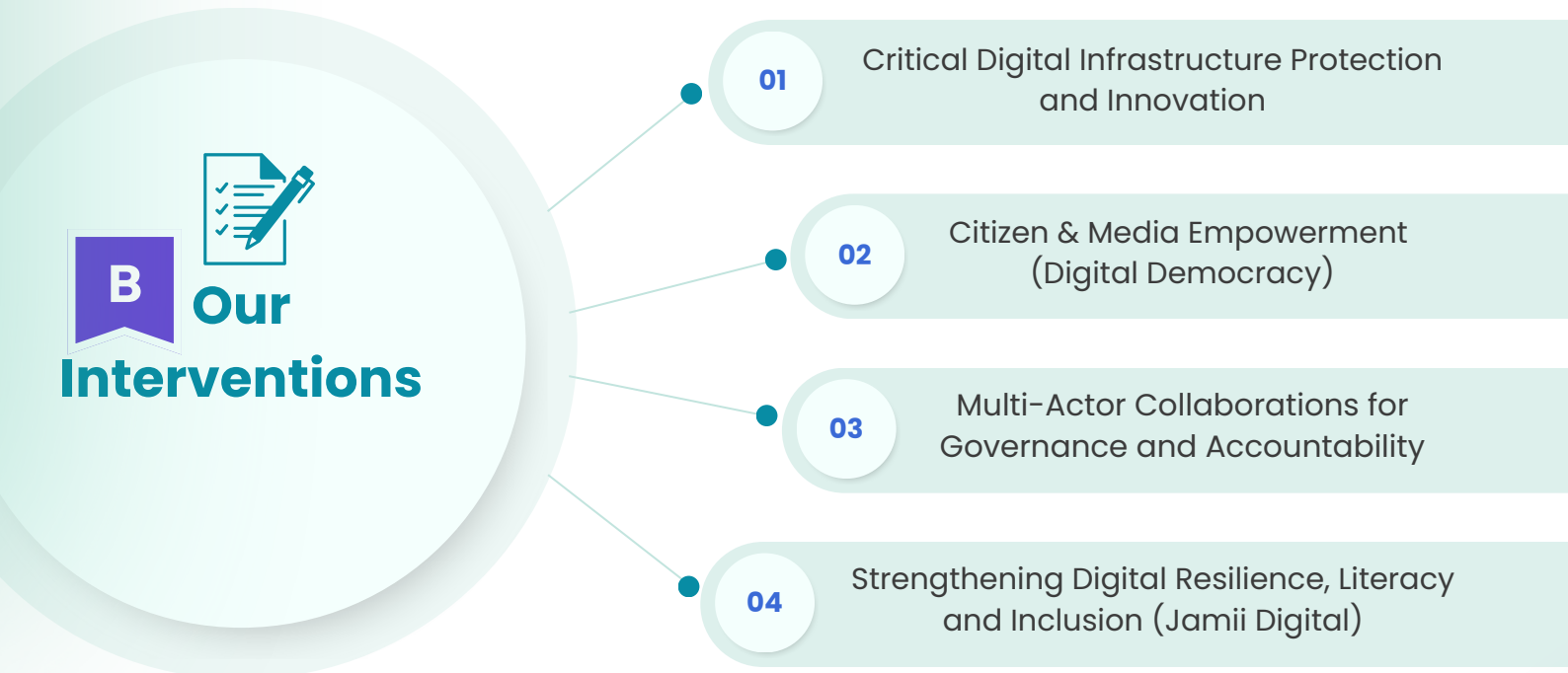
In an increasingly complex world, societies face significant challenges as power both consolidates and disperses. Authoritarian regimes and influential actors are asserting greater control, while new leaders and social movements emerge. Growing youth populations contribute energy and potential, demanding societies adapt to engage and employ them. Simultaneously, citizens (particularly the connected, online communities that we recognize as “netizens”) have unparalleled access to information, yet are often overwhelmed by mis- and disinformation.

The legitimacy of established public, private, and nonprofit institutions is weakening. Public trust and social cohesion are under strain. Yet, some courageous citizens are stepping forward, uniting, and advocating for more inclusive, prosperous, cohesive, and equitable communities. When governments fall short of meeting public expectations, trust in democratic principles can erode, leading citizens to explore alternative, potentially authoritarian or illiberal models.

To strengthen democracy, it is essential to not only build institutions and processes but also ensure they foster conditions for citizens to lead healthy, productive lives. For governments to genuinely serve the public’s interests, informed, organized, active, and peaceful citizen participation is critical.

Citizens must be empowered in the principles of citizenship, politics, and governance to effectively engage. They have access to information, but don’t know what to trust. Governments possess the means to serve them more transparently and efficiently, but also have at their disposal powerful tools for surveillance, manipulation, and oppression.

This moment is an opportunity for reinvention, as people strive to reshape education, civic structures, media, technology, and governance to better serve public interests.



01

Critical Digital Infrastructure Protection and Innovation

JamiiAfrica has established itself as a trusted frontier for public dialogue, fostering freedom of expression and facilitating access to quality and credible information. As digital ecosystems evolve, protecting and innovating critical digital infrastructure becomes increasingly essential for sustaining this role.

Investing in the security, resilience, and advancement of **JamiiAfrica's** digital infrastructure ensures our platforms' continued relevance and trustworthiness in a dynamic digital landscape. To elevate its role as a beacon of quality and credible information and a driver of societal impact, strengthening its digital platforms—including infrastructure (web portals, applications, servers etc), user interface (UI) and experience (UX), data systems, and social media presence—is essential.

Strengthening the underlying infrastructure ensures that **JamiiAfrica** platforms remain consistently reliable and perform seamlessly, even during surges in traffic or critical times where access to information is paramount. This reliability is crucial for sustaining public trust, especially during times of crisis when credible information is needed most.

This strategic focus enhances **JamiiAfrica** platforms' ability to empower citizens, counter mis- and disinformation, promote solution-based storytelling, and provide secure reporting mechanisms.

This intervention reinforces our platforms against threats, boosts our operational resilience, and enhances our capabilities to adapt and grow. It ensures that our platforms remain vital, safe and secure spaces for informed decision-making, the promotion of free expression, and the dissemination of credible information in an age where digital integrity is crucial.

1.1 Strategic Objectives

1.1.1 Ensuring Platform Resilience & Uninterrupted Access



The nature of our content, which includes whistleblowing and critical conversations, makes it a potential target for cyber-attacks. Enhancing digital infrastructure protection through advanced cybersecurity measures reinforces platforms against malicious attacks. This ensures platforms' users can access and share information without interruptions or risks.



Establishing robust data backup systems and disaster recovery plans guarantees that even in the event of a breach or failure, our platforms can recover swiftly with minimal disruption. This enhances user trust and demonstrates our commitment to reliability.

1.1.2 Safeguarding User Data and Privacy



Protecting user data is paramount, particularly for platforms like JamiiForums, which support secure reporting and honest conversations. Strengthening infrastructure with end-to-end encryption and secure data handling practices ensures that users' privacy is protected, fostering an environment where individuals feel safe to express their views.



Adhering to international data protection regulations reinforces JamiiAfrica's credibility and demonstrates a proactive approach to safeguarding users' personal information.

1.1.3 Driving Citizen-centric Innovation for Enhanced User Experience



Investing in infrastructure innovation keeps **JamiiAfrica** at the forefront of technology. Incorporating advancements such as Artificial Intelligence (AI) for content management and moderation and Machine Learning (ML) for personalized user experiences optimizes platform functionality. These technologies can enhance features like real-time translation, targeted content delivery, and intelligent search tools, improving overall user satisfaction.



Innovative UI & UX improvements can modernize how users interact with **JamiiAfrica** platforms, making them easier to navigate, and enable people to contribute, and engage with information. Continuous refinement based on user feedback and technological trends ensures that these platforms stay relevant and meet the evolving expectations of their users.



Improved UI & UX design make navigating our platforms straightforward and enjoyable, encouraging more users to engage with their content. User-friendly designs facilitate quick access to platforms like “**JamiiCheck**” for fact-checking and “JamiiData” for data-driven insights.



With most users accessing our platforms via mobile devices, ensuring that these platforms are optimized for mobile use broadens their accessibility, making it easier for citizens to interact with credible content on the go.



Integrating interactive elements, such as polls and comment features, fosters a participatory environment where users feel more connected to the discussions at hand.

1.1.4 Supporting Secure reporting and Information Sharing



Enhanced Tools for Confidential Reporting: Platforms like “FichuaUovu” are integral to **JamiiAfrica**’s mission of promoting transparency and accountability. Protecting and innovating the digital infrastructure behind these tools ensures that citizens can report misconduct securely and confidently. Features such as encrypted data channels and secure dropboxes can provide enhanced layers of protection and credibility.



Trust through Technological Assurance: Innovations in infrastructure ensure that **JamiiAfrica** is equipped with state-of-the-art technology to maintain the anonymity and safety of its contributors, particularly those who engage in whistleblowing

1.1.5 Countering Mis- and disinformation



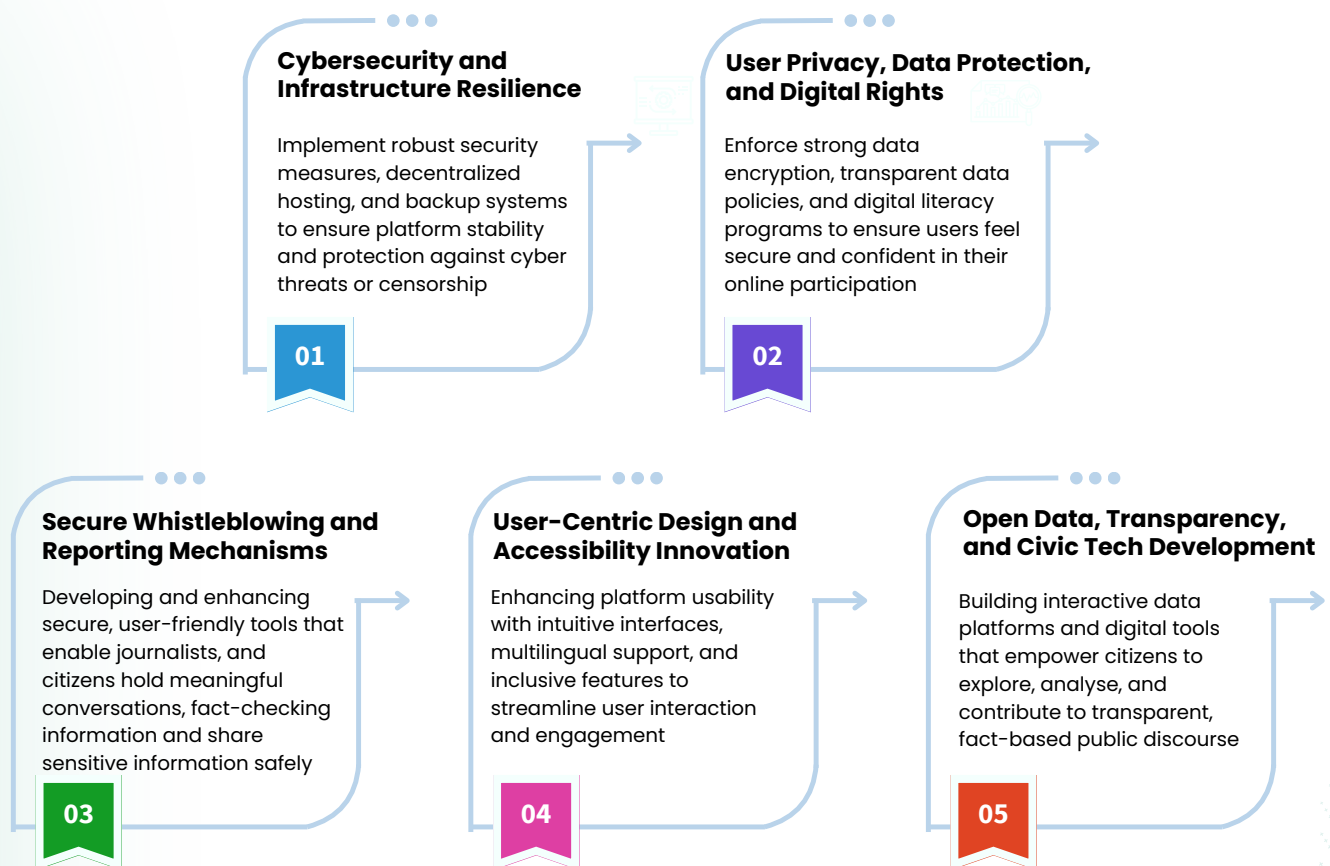
Real-Time Fact-Checking Tools: Enhancing JamiiForums with automated, AI-powered, citizen-centric fact-checking tools supports efforts like **JamiiCheck**, which aim to counter mis- and disinformation. Such innovation implemented and overseen by skilled and empathetic **JamiiAfrica** staff, ensures that users receive accurate, verified information, building trust in the platform as a credible source of truth.

1.1.6 Democratizing Data



Interactive Data Platforms: The development of tools like JamiiData, an interactive infographic data portal, empowers users to explore factual, data-driven stories. Investing in infrastructure that supports these features makes them more robust, accessible, and impactful.

1.2 Areas of Focus



1.3 Key Activities

Enhance platform usability with intuitive interfaces, multilingual support, and inclusive features to streamline user interaction and engagement.

Build interactive data platforms and digital tools that empower citizens to explore, analyse, and contribute to transparent, fact-based public discourse.

Develop and enhance secure, user-friendly tools that enable whistleblowers, journalists, and citizens hold meaningful conversations, fact-checking information and share sensitive information safely and anonymously.

Implement robust security measures, decentralized hosting, and backup systems to ensure platform stability and protection against cyber threats or censorship.

1.4 Expected Outcomes

1.4.1 Resilient platforms with Uninterrupted Access



Strengthened public discourse, more transparency, and protected digital rights, leaving our platforms safe and secure space for meaningful conversations

1.4.2 Enhanced User Experience & Streamlined User Interaction



Increased user engagement, higher content quality, improved trust, and sustained platform growth by making credible content more accessible, efficient, and user-friendly

1.4.3 Enhanced Tools for secure Reporting



Empowered whistleblowers and users sharing critical information safely, fostering accountability while promoting transparency and justice

1.4.4 Empowered active Citizens



Citizens engaging more confidently, driving them to having meaningful conversations, while holding authorities accountable, and strengthening their democratic participation

1.5 Stakeholder Collaborations

1.5.1 Government and Regulatory Bodies



- Collaborate with **JamiiAfrica** to create enabling legal frameworks and policies that safeguard digital rights and protect free speech while countering cyber threats.

1.5.2 Technology and Cybersecurity Experts



- Provide advanced cybersecurity solutions, infrastructure resilience strategies, and data protection mechanisms.
- Develop robust digital infrastructure, encryption techniques, and tools to protect whistleblower anonymity and platform security

1.5.3 Academic and Research Institutions



- Conduct research on platform governance, cyber threats, digital public infrastructure, and misinformation patterns.
- Provide evidence-based recommendations for platform improvements and user experience enhancements.

1.5.4 Tech Industry & Open-Source Community



- Offer innovative digital solutions, develop open-source security tools, and contribute to data democracy initiatives.
- Support the creation of interactive data portals for public interest infrastructure and fact-based civic engagement.

1.5.5 International Human Rights and Digital Policy Networks



- Provide global advocacy, funding, and policy expertise for safeguarding digital freedoms.
- Amplify **JamiiAfrica**'s mission globally and influence policy decisions that protect online civic spaces.

1.5.6 Development partners and Philanthropic Foundations



- Financially support infrastructure upgrades, research, and capacity-building initiatives.
- Partner in scaling innovation and digital public interest infrastructures that strengthen citizen engagement.

Why this Matters?

Investing in critical digital infrastructure protection and innovation solidifies **JamiiAfrica**'s role as a leader in digital discourse, information transparency, and public empowerment. These efforts address key vulnerabilities while embracing future technological advancements to expand capabilities. By doing so, **JamiiAfrica** not only preserves its current client trust but also attracts new clients who seek safe and secure spaces for expression and access to reliable and credible information

02

Citizen & Media Empowerment (Digital Democracy)

As the world evolves, the channels through which citizens engage with governance and societal issues must advance accordingly. In the digital age, bridging the gap between online and offline dialogues is crucial for building an informed, empowered citizenry and a government that truly responds to public needs. We recognize this imperative and are poised to spearhead an intervention that serves both citizens and media actors to foster a culture of open, honest conversations. This intervention aims to create spaces that strengthen democracy and catalyse citizen-driven change.

In the past decade, most African countries have seen a range of laws and regulations introduced that limit the freedoms of citizens, the media and civil society to speak, and which have been selectively enforced against dissenters and critics. Stability of governing institutions hangs on the ability and generosity of personalities.

In the digital age, disregarding the impact of digital platforms is simply not an option. It is essential for state actors to fully grasp how these platforms can drive engagement, inclusion, promote transparency, and build public trust.

Digital platforms offer multiple stakeholders, including governments, an opportunity to create content that simplifies and demystifies complex processes, making them more accessible and relatable to citizens. By engaging in two-way conversations on these platforms, governments can show a genuine commitment to listening, openness to feedback, and a readiness to address community concerns.

JamiiAfrica aims to be the leading catalyst in promoting digital democracy, enabling informed conversations, and ensuring that both online and offline engagements amplify citizen voices. This vision focuses more on digital democracy, promoting a culture of transparency, responsiveness, and active citizen involvement.

2.1 Strategic Objectives

2.1.1 Create Safe Spaces for Public Engagement



Develop and enhance digital platforms and community events where citizens can freely express their views, share knowledge, and engage in conversations on socio-political and economic issues. This involves user-friendly technology and moderated spaces to ensure constructive, meaningful and honest conversations.

2.1.2 Enhance Media Capacity and Integrity



Equip journalists and media practitioners with the skills and tools needed to utilize online spaces effectively. This includes training in investigative journalism, digital content creation, data verification, and fact-checking to prevent mis- and disinformation and promote informed reporting.

2.1.3 Facilitate Constructive Citizen-Government Dialogue



Create channels for citizens to provide feedback and engage with policymakers, ensuring their voices influence decision-making processes at all levels of government.

2.1.4 Bridge Online and Offline Engagements

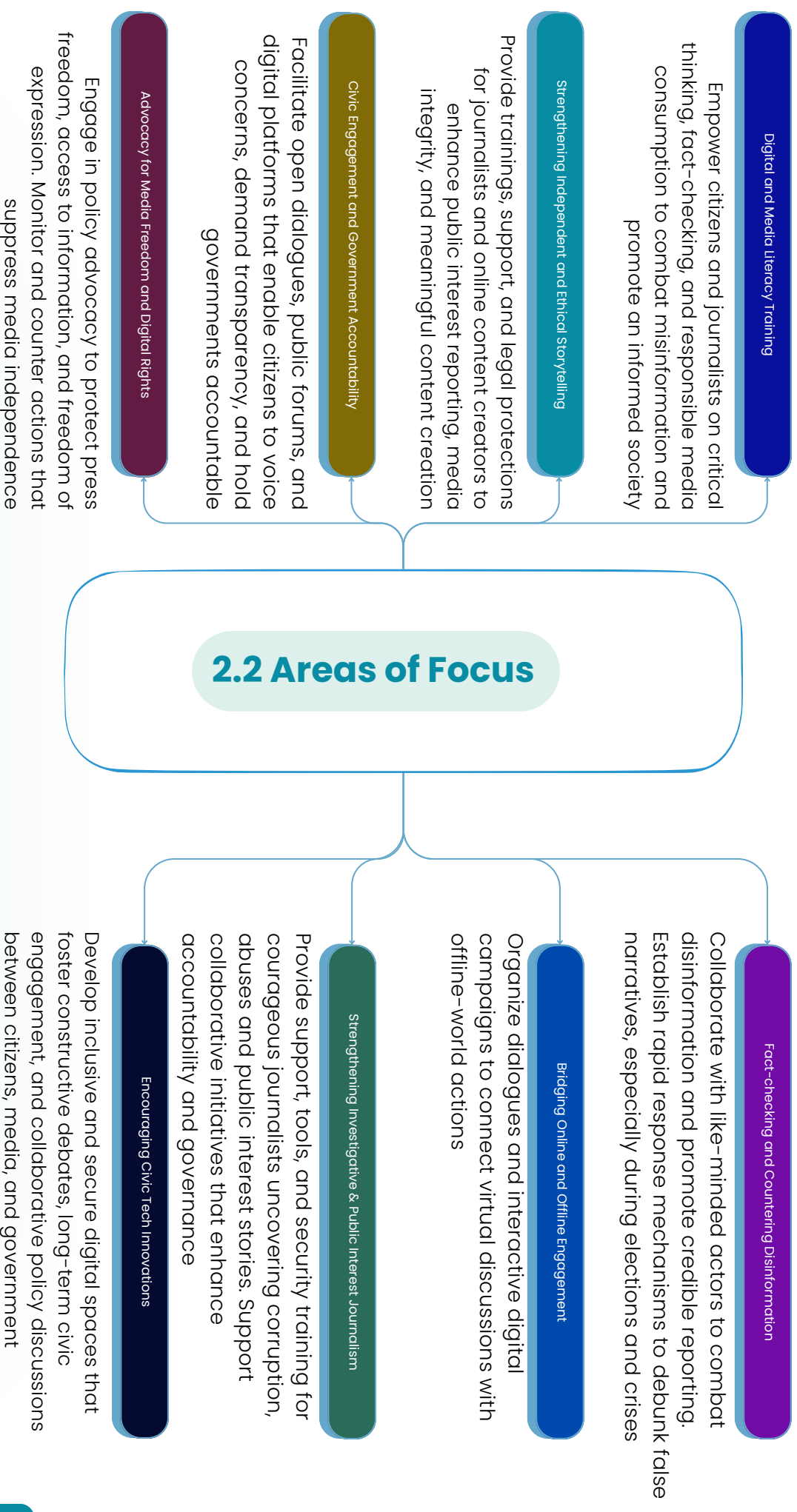


Develop complementary offline programs that reinforce digital discussions and enable broader participation, especially in areas with limited internet access.

2.1.5 Advance Civic Education and Participation



Launch informative campaigns and interactive programs to build awareness of civil rights, governance structures, and the importance of citizen involvement in democratic processes. This will encourage informed decision-making and dialogue that is rooted in factual understanding and critical analysis.




2.3 Key Activities

2.3.1 Launch of the “Jamii Digital Democracy Hub”




A comprehensive hub, with online platforms designed for real-time discussions, expert panel engagements, learning management systems, public debates, and policy exploration. These platforms will serve as a nexus for citizen conversations, expert insights, and multimedia content that keeps citizens informed and involved.

2.3.2 Community Dialogues and Civic Workshops




Offline events across strategic geographies that bring together diverse groups to discuss pressing issues. These events will mirror topics covered online to create a seamless connection between the two realms.

2.3.3 Training Programs



Workshops focused on digital literacy, public interest reporting, and leveraging technology to tell impactful stories. This initiative will include collaborations with local, regional and international media practitioners to elevate journalistic standards.

2.3.4 Feedback Channels for Citizen–Government Interaction




Secure spaces (online and offline) where citizens can voice concerns and share perspectives with representatives from government and civil society organizations. These feedback loops will be formalized through reports and public reviews that highlight actionable insights


2.3.5 Empowering Insightful, Credible Storytelling



Comprehensive Content Management: Advanced data analytics and management capabilities enable **JamiiAfrica** to curate and deliver relevant, impactful content. This supports citizen-centric **solution-based** storytelling and creation of more meaningful local content generation through the "**Stories of Change**" initiative, highlighting transformative narratives that inspire civic action and awareness.




Real-Time Monitoring for Fact-Checking: The ability to track and analyze data in real time strengthens **JamiiCheck**'s capability to counter mis- and disinformation. By quickly debunking false claims and disseminating corrections, we uphold our commitment to providing only verified, credible information through citizen-centric approaches.




Data Visualization through "JamiiData": The creation of an interactive infographic data portal that empowers users to access and interpret complex information easily. This feature democratizes data, making critical insights available and understandable for the broader public.

2.3.6 Social Media Integration: Amplifying Reach and Impact (Digital Advocacy)




Cross-Platform Engagement: Integrating our key offerings with our Social Media pages ensures wider dissemination of verified content and solution-based stories. It allows for strategic engagement with audiences who may not directly access the platforms but are active on social channels, broadening the platform's reach



Driving Community Interaction: Social media serves as a catalyst for discussions initiated on our platforms, promoting more robust, cross-platform debates that amplify the platform's mission of informed public discourse and community participation.

2.3.7 Secure Whistleblowing Tools (Enhancing Accountability & Transparency)



Safeguarding Whistleblowers: Strengthening secure channels like **FichuaUovu** solidifies our role in promoting accountability. By offering a safe, encrypted space to report corruption and misconduct, the platform empowers individuals to contribute to transparency without fear of reprisal. Such tools establish trust within the community by demonstrating our commitment to protecting our clients. This trust is a cornerstone for attracting meaningful conversations that can instigate positive change.



2.4 Expected Outcomes

2.4.1 A More Informed Citizenry



Citizens gain access to reliable information, enabling them to engage thoughtfully in societal and political conversations. The integration of online and offline platforms ensures that information reaches even those without constant digital access.

2.4.2 Strengthened Media Integrity and Capability



Journalists and other digital content creators are better equipped to navigate digital spaces, verify information, and provide comprehensive coverage that supports honest public dialogue.

2.4.3 A more Responsive Government



Structured communication channels between citizens and policymakers foster trust and compel governments to consider public feedback.

2.4.4 Increased Civic Participation



Through strategic programs, citizens become more engaged in contributing to community development, fostering a stronger sense of collective responsibility and ownership.

2.4.5 Sustainable Public Engagement Culture



The strategic blend of online and offline platforms will cultivate long-term practices of constructive debate, collective problem-solving, and collaboration among diverse stakeholders.

2.5 Stakeholder Collaborations

2.5.1 Government and Policy Makers



- Establish policies that enable free speech while preventing digital repression.
- Engage in open dialogues with citizens, promote transparency, and support digital public engagement platforms.

2.5.2 Media Houses, Journalists & Fact-checking Organizations



- Collaborate with **JamiiAfrica** in training media professionals in digital verification techniques, combating mis- and disinformation by verifying and amplifying credible, data-driven narratives, uphold journalistic integrity, and amplify credible narratives.
- Partner with **JamiiAfrica** to enhance public interest journalism and media literacy programs.

2.5.3 CSOs, Whistleblowers & Human Rights Advocates



- Advocate for digital rights, freedom of speech, empower marginalized and dissenting voices, promote policy reforms to support independent digital platforms, promote civic awareness, political participation, and democratic values
- Utilize **JamiiAfrica** platforms for secure information-sharing, exposing corruption, and ensuring accountability.
- Collaborate in advocacy efforts & transparency initiatives, support safe spaces for civic engagement, counter censorship, utilize **JamiiAfrica** platforms to engage citizens and educate the public on digital democracy

2.5.4 Academic and Research Institutions



- Provide insights into online discourse, misinformation trends, and citizen engagement patterns.
- Develop digital literacy resources, civic education programs, and research-based policy recommendations.

2.5.5 Tech Industry & Digital Security Experts



- Strengthen platform security, ensure data privacy, and develop safe reporting mechanisms that enhance whistleblower protection, and create digital engagement tools.

2.5.6 Development Partners & Funding Agencies

- Support digital democracy initiatives through funding, research, and technical assistance.
- Strengthen capacity-building efforts for independent media and civic engagement programs.

2.5.7 Platform Users & Online Communities

- Participate in meaningful conversations, report misinformation, and contribute to citizen-led content.
- Co-create community-driven solutions, engage in constructive dialogues, and drive collective action for democratic governance.

Why this Matters?

This builds a resilient democratic foundation by creating safe spaces for engagement, enhancing media capacity and integrity, fostering constructive citizen-government dialogue, bridging online and offline interactions, and advancing civic education to ensure an informed, accountable society.

Initiatives such as "**JamiiCheck**", "**Stories of Change**", "**FichuaUovu**", "**JamiiYouth**", "**JamiiData**" etc position us as a comprehensive, reliable source of quality and credible information. These elements collectively support a society that values truth, fosters informed citizenry, and nurtures a resilient democracy.

03

Multi-Actor Collaborations for Governance and Accountability

JamiiAfrica has long established itself as a powerful catalyst for civic dialogue, transparency, and social accountability in Tanzania. As a non-state actor committed to enhancing democratic practices, **JamiiAfrica** understands that sustainable development and good governance hinge on a well-informed and active citizenry, responsive governmental institutions, and cohesive collaborations among diverse stakeholders. This strategic intervention lays out an ambitious blueprint for promoting a participatory culture where citizens and authorities engage collaboratively to advance governance and accountability.

We want to create a robust ecosystem where informed citizens, empowered by access to information and participatory channels, collaborate with responsive government institutions and CSOs to uphold transparency and accountability.

We will strengthen the bridge between citizens and governance structures through active engagement, and strategic collaborations that promote accountability, responsiveness, and transparency in governance practices.

To reach our goal of having a more informed and engaged citizenry requires strong collaborations and stakeholder engagement. We will forge strategic alliances for mutual growth and will focus on creating symbiotic collaborations that amplify shared goals.

Our like-minded partners include individuals and institutions within governments, the private sector, the media, research institutions, academia, technologists and civil society actors whose work aligns with our strategic objectives.

3.1 Strategic Objectives

3.1.1

Enhancing Public Awareness and Knowledge

- Fosters transparency, build public trust, encourage civic participation, and ensure informed decision-making
- Empowers citizens with credible information, fostering informed civic engagement and bridging knowledge gaps while promoting active participation in governance and policy-making processes.

3.1.2

Promoting Govt Responsiveness & Transparency

- Strengthens accountability, ensures inclusive governance, enhances public service delivery, and builds citizen trust through open dialogue, data-driven decision-making, and effective policy implementation

3.1.3

Increasing Citizen Participation in Governance

- Empowers communities, strengthens democratic processes, ensures inclusive decision-making, and fosters accountability by actively involving citizens in policy formulation, implementation, and oversight.



3.2 Areas of Focus

3.2.1 Policy Advocacy and Legislative Engagement

- Ensure development of inclusive, people-centric policies while strengthening legal frameworks and amplifying citizen voices, and ultimately promoting sustainable governance reforms that address societal needs

3.2.2 Technological Integration for Governance

- Enhance efficiency, promote transparency, facilitate data-driven decision-making, and improve citizen access to public services, ultimately strengthening accountability and good governance

3.2.3 Capacity Building

- Strengthen institutional effectiveness, enhance stakeholder skills, fosters cross-sector cooperation, and ensure sustainable impact in policy implementation and governance reforms.

3.3 Key Activities

Advocate for policies that simplify and promote access to public information and encourage public oversight.

Advocate for legislative reforms and administrative practices that uphold transparency, such as freedom of information laws, public financial disclosures, and transparent budget processes.

Invest in and leverage technology to create user-friendly digital tools and platforms that provide citizens with access to governance data, and reporting mechanisms for corruption or mismanagement.

Partner with digital innovators to build secure systems for whistleblowing and citizen feedback that ensure anonymity.

Implement targeted training programs for civil servants and public officials on best practices for transparency and citizen engagement in the digital space, fostering a culture of accountability from within governance structures.

Conduct workshops and training sessions for community leaders, activists, and youth to equip them with the skills needed for advocating and participating in governance through social media and secure digital tools offered by **JamiiAfrica**.

Engage media, and academic institutions in promotion of civic education programs that foster critical thinking and informed dialogue.

Collaborate with government agencies to support the development and implementation of policies and practices that foster open governance and facilitate information-sharing practices.

Offer digital platforms that streamline dialogue between citizens and authorities, allowing for feedback loops and real-time responses.

Create structured opportunities for citizen engagement through public debates that facilitate meaningful participation in governance.

Utilize **JamiiAfrica**'s technological capabilities to host safe online spaces where citizens can voice concerns, track government projects, and participate in policy discussions.

3.4 Expected Outcomes

3.4.1 A More Informed Citizenry



Citizens will have increased access to information and a deeper understanding of governance processes, enhancing their ability to make informed decisions and hold authorities accountable.

3.4.2 A more Responsive Government



Public institutions will be more proactive in their engagement with citizens, adopting transparent practices and demonstrating accountability in their operations.

3.4.3 Elevated Civic Participation



Enhanced public involvement will be reflected in increased attendance and contributions to public dialogues, higher engagement in policy-making processes, and robust oversight on the part of the citizenry

3.5 Stakeholder Collaborations

3.5.1 State Actors



- Collaborate with ministries, local authorities, and national institutions to facilitate training programs, workshops, and policy roundtables aimed at promoting transparency and responsiveness.

3.5.2 Non-State Actors



- Work hand-in-hand with CSOs, faith-based organizations, academic institutions, advocacy groups, and the private sector to share resources, amplify efforts, and champion shared accountability initiatives.

3.5.3 Regional and International Actors



- Engage with regional and international actors, development partners and donors for technical expertise, capacity-building initiatives, and funding support.

Why this Matters?

By focusing on an informed citizenry, promoting government responsiveness, and amplifying citizen participation through strategic collaborations, this intervention aims to drive significant, sustainable changes in the political and social fabric of our society.



04

Strengthening Digital Resilience, Literacy and Inclusion (JamiiDigital)

JamiiAfrica recognizes that digital transformation has become essential for development in the modern era. This intervention is aimed at strengthening citizens' digital resilience, enhancing digital literacy, protecting the right to privacy, and ensuring digital inclusion. This reflects our commitment to ensuring that rights in the digital space are upheld as a cornerstone for sustainable social, economic, and democratic growth.

As a Digital Rights advocate, we want to ensure that the evolving technological landscape respects human rights and promotes social justice. We strongly believe that technology must serve as a tool for justice and democracy, not a means to undermine it.

We aim at creating a digitally empowered society where individuals and communities are resilient, informed, protected, and inclusively engaged in the digital age.

We will do so through promotion and safeguarding digital rights through capacity building, advocacy, and strategic collaborations, fostering an environment where all citizens can thrive and participate meaningfully in the digital landscape.

As Africa continues its transformative journey into the digital age, **JamiiAfrica** is committed to leveraging technology as an enabler, connector, and equalizer to unlock new frontiers in trade and investment.

Over the next six years, we will champion digital transition, technological innovation, and the creation of internet-enabled solutions that empower businesses, communities, and development partners to thrive in African markets.

We are dedicated to ensuring that all individuals, especially the underserved, have access to and benefit from digital evolution. Most of approaches under this intervention go beyond our existing programs and seek to address systemic barriers to technological access.

PUBLIC INTEREST INFRASTRUCTURE

Big tech platforms increasingly shape public discourse through algorithms that amplify certain narratives, often prioritizing engagement over truth, fairness, or public interest. These Platforms prioritize content that drives engagement, which often means polarizing or sensational political content gets more visibility.


Algorithms by big tech are typically opaque, making it difficult for users and regulators to understand why certain content is promoted or suppressed. A few major platforms control the majority of online interactions, creating a bottleneck for diverse perspectives.


Public Interest Infrastructure refers to systems and platforms designed to prioritize equitable access to information, transparency, and democratic values, rather than purely commercial motives.


Public interest platforms like JamiiForums can prioritize inclusion and equity, ensuring that marginalized voices are heard. These platforms can adopt open-source algorithms to foster transparency and accountability.

4.1 Strategic Objectives


4.1.1 Leveraging Technology to Enhance Trade and Investment

 Advance access to affordable and locally relevant internet-enabled devices, with localized local content – aiming at democratizing technology and ensuring even the most under-served communities are equipped to participate in the global digital economy.


 Drive collaboration between development partners, local innovators, and business ecosystems by creating spaces for dialogue, knowledge sharing, and co-creation, strengthen value chains and market linkages that connect African enterprises to global opportunities.


 Advocate for equitable policies and investments that bridge digital divides.

4.1.2 Building Digital Resilience


 Equip citizens and stakeholders with tools and knowledge to defend against digital threats, mis- and disinformation, and cybersecurity challenges.

4.1.3 Promoting Digital Literacy

 Provision of digital literacy skills to those who would otherwise not have access, bridging the gap and ensuring more youth, women and under-served can fully participate in the digital economy.

 Launch digital literacy initiatives that empower individuals with the skills to use digital tools confidently and responsibly, ensuring that they understand both the opportunities and risks of the digital world.

4.1.4 Advocating for the Right to Privacy

 Collaborate with like-minded actors to raise awareness on the right to privacy

4.1.5 Catalysing the emerging international movement for Public Interest Infrastructure



Collaborate with like-minded partners to advocate for public interest infrastructure that ensures information is accessible to all, irrespective of socio-economic status and creates spaces for healthy, fact-based discussions that are free from manipulation or undue bias.

RESILIENCE

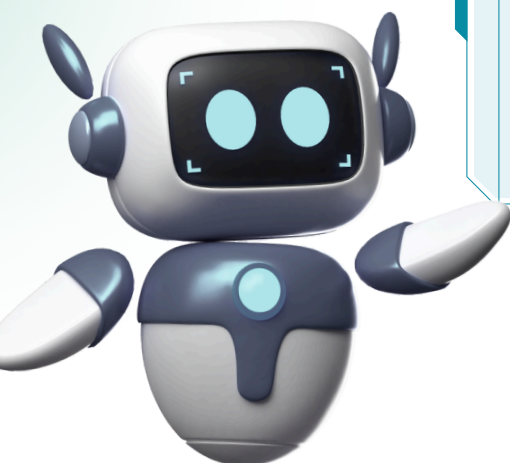
LITERACY

INCLUSION

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This reflects our commitment to ensuring that rights in the digital space are upheld as a cornerstone for sustainable social, economic, and democratic growth



Digital Resilience & Safety

Empowering citizens to safeguard their rights, secure online participation, and protect them against digital threats that could undermine their privacy and fundamental freedoms

Privacy Rights & Data Protection

Ensuring individuals' personal information is safeguarded, upholding fundamental freedoms, and empower users to make informed choices about their digital footprints

Policy Shaping

Pushing for better policies for digital rights while protecting individuals' digital freedoms, ensuring equitable access, and promoting a human-centric digital ecosystem

4.2 Areas of Focus

Digital Literacy

Empowering citizens with the right knowledge and skills is essential to advancing digital literacy to navigate, critically assess, and protect themselves in the increasingly complex and interconnected digital world

Bridge the Digital Divide

Ensuring equitable access to information, opportunities, and participation in the digital world, especially for marginalized and underserved communities

Advocate for Public Interest Infrastructure

Advocating for decentralized and non-commercial platforms with novel governance and moderation models

4.3 Key Activities

Provide digital safety training to vulnerable groups and relevant stakeholders, including a program dedicated to combating Online Gender-based Violence.

Launch initiatives that teach practical steps for enhancing digital resilience

Collaborate with like-minded actors for advocacy for a global coalition for digital public interest infrastructure to ensure information is accessible to all

Collaborate with cybersecurity experts and technologists to design resilience-building workshops and simulation exercises that prepare communities for digital emergencies.

Create culturally relevant and accessible, informative content to guide various age groups and skill levels to become digitally literate.

Provide awareness resources on personal data management and workshops on understanding terms of service and consent when using digital platforms.

Implement community outreach programs that offer basic digital training and access to technology for underserved populations.

Work with stakeholders to develop public access points, such as community tech hubs or libraries equipped with digital tools and internet access.

Analyse current and new policies, identifying policy gaps and forge strategic collaborations aiming at redrafting harmful policies and legislations to prioritize human rights in the digital space.

Champion frameworks that reinforce the right to privacy, emphasizing those that meet or surpass global standards.

Raise awareness about the implications of data collection practices and surveillance, empowering individuals to demand greater transparency from corporations and governments.

Partner with like-minded actors including legal and technology experts to provide resources and tools that help citizens understand and exercise their privacy rights.



4.4 Expected Outcomes

4.4.1 Stronger Digital Resilience



Communities and individuals will be more aware of, and equipped to protect themselves from digital threats, ensuring safer online interactions and usage.

4.4.2 Enhanced Digital Literacy



Citizens will demonstrate higher proficiency in using digital tools and a better understanding of how to navigate and evaluate online content

4.4.3 More Privacy Protection



Increased public knowledge and stronger policies will ensure better privacy standards and safer handling of personal data

4.4.4 Expanded Digital Inclusion



Broader access to digital tools and internet connectivity will empower all sectors, fostering greater participation in economic, social, and civic life.

4.5 Stakeholder Collaborations

4.5.1 State Actors



- Work with public bodies in formulation of policies and activities that promote widespread digital literacy, accessibility and affordability.

4.5.2 Non-State Actors



- Collaborate with local like-minded non-state actors to expand the reach of digital skills and inclusion programs.
- Partner with technology companies to design and implement user-friendly and privacy-centric digital tools, and advocate for ethical data practices.

4.5.3 Regional and International Actors



- Engage with global like-minded actors that support our mission and vision and development to tap into funding, technical expertise, and best practices.

Why this Matters?

This intervention will transform how human rights in the digital space are perceived and practiced. We aim at ensuring that netizens are equipped to navigate the digital world confidently and safely while countering the algorithmic bias by big tech platforms.



Program Innovation & Institutional Strengthening



Operational Expansion

In alignment with our strategic vision for growth and enhanced service delivery, **JamiiAfrica** is embarking on an ambitious plan to expand our operations across various geographies in Africa. This initiative is not merely about increasing our geographical footprint; it is a commitment to fostering meaningful partnerships and collaborations that will empower local communities through digital tools and enhance our overall mission of creating an informed citizenry in the region.

As we extend our reach into new geographies, our primary focus will be on forging strong collaborations and relationships with a diverse array of stakeholders. These collaborations are vital, as they will enable us to better understand and address the unique challenges and opportunities that exist within each geography. By working closely with local organizations, government bodies, and community leaders, we plan to implement programs and initiatives that are tailored to the specific needs of the populations we serve.

To successfully manage our presence in these new geographies, we recognize the importance of developing effective strategies for visibility and partnership management. By increasing our visibility, we will attract potential collaborators who share our commitment to fostering informed and engaged communities. Moreover, a strong partnership management framework will allow us to cultivate and sustain collaborations that have a lasting impact.

Our expansion into different geographies in Africa is driven by a desire to amplify our impact. By deepening our connections with stakeholders and enhancing our programmatic efforts where they are needed most, we aim to create a ripple effect that will contribute to the development of a connected, informed, engaged citizenry across Africa and beyond.

02

Institutional Strengthening

From 2025 to 2030, we underscore the importance of team and institutional strengthening, leadership succession and programme expansion as we progress in influencing policy, defending Digital Rights, Freedom of Expression, Access to the Right Information and Good Governance. These initiatives are tied to the success of our strategic goals of capacity building, sustainability, and impact.

As part of our operations strategy, **JamiiAfrica** will prioritise team strengthening to ensure that we have a highly skilled and versatile workforce by fostering a culture of learning and innovation.

One of our key goals is to increase team skills and performance. We recognise the importance of continuously developing the capabilities of our team members and, as such, will continue to invest in enhancing the team's skills and knowledge in areas relevant to our mission and objectives, empowering them to excel in their roles and make meaningful contributions to our work.

In addition to skill development, we will emphasize cross-functional teamwork and versatility. Collaboration and effective communication across different teams and departments are vital to addressing the complex challenges in the digital ecosystem.

Moreover, we understand the importance of deepening sector expertise within our team. The digital landscape is constantly evolving, and staying up-to-date is crucial. Our team will actively participate in industry convenings, workshops and research, positioning ourselves at the forefront of leading insights. We aim to cultivate an environment where individual growth resonates with our mission.

03

'Great Place to Work' aspiration

People are at the heart of our success. As we venture into our next phase, we aspire to creating an environment where employees feel valued, heard and empowered to reach their fullest potential.

Our HR department runs with an aspiration of making JamiiAfrica the Great Place to Work. We aspire to cultivate a working environment that promotes employee satisfaction, productivity and retention.

JamiiAfrica strives to ensure programmes are innovative and original, competitive in the market, inclusive of all employees, human-centric in their approach and well-integrated into our culture.

OPERATIONAL EXPANSION

1

This is a commitment to fostering meaningful partnerships and collaborations that will empower local communities through digital tools and enhance our overall mission of creating an informed citizenry in the region



INSTITUTIONAL STRENGTHENING

2

JamiiAfrica will prioritise team strengthening to ensure that we have a highly skilled and versatile workforce by fostering a culture of learning and innovation. The goals is to increase team skills and performance



'GREAT PLACE TO WORK' ASPIRATION

3

We strive to creating an environment where employees feel valued, heard and empowered. We will ensure our programs are innovative and original, competitive in the market, inclusive of all employees, human-centric in their approach and well-integrated into our culture





Founding Members
Oversight Body (AGM)



Board of Directors
Oversight Body (Quarterly)



Chief Executive Officer
Executive Director

Finance & Administration

Head of Department
Director of Finance & Admin

Head of HR & Admin
Human Resource Manager

Accounting Tasks
Senior Accountant

Legal, Risk & Compliance
Senior Officer

Projects
Projects Accountant

Front Desk
Office attendant

Research, Innovation & Development

Research & Development
Director of RID

Monitoring, Learning & Evaluation
Head of Unit

Innovation
Head of Unit (Security & Innovation)

Programs

Head of Department
Programs Director

Citizen & Media Empowerment
Unit Manager

Digital Advocacy
Head of Unit

JF, FichuaUovu, Stories of Change
Head of Unit

Graphics, Visuals & JamiiData
Head of Unit

JamiiCheck
Head of Unit

Governance & Accountability
Head of Unit

Digital (Literacy, Resilience)
Head of Unit

Program Innovation & Operational Expansion
Head of Unit



JamiiiAfrica

Inform



Engage



Empower