



THE LAUNCHPAD TANZANIA
ANNUAL REPORT
JANUARY – DECEMBER 2023



THE LAUNCHPAD

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MESSAGE FROM THE EXECUTIVE DIRECTOR

I am pleased to present our organization's annual report, which highlights the progress and achievements of the organization in upholding young women's digital rights and justice. We have continued to pursue women's digital inclusion and a thriving digital economy with young women. We continue to learn the intersectional needs of young women with the outlook of adapting best practices that enable both women and girls actively participate in the digital economy and civic engagement through digital platforms

This annual report highlights the organization's effort in the past twelve months to empower youth and women in sustainable development and equitable inclusion through gender equality and inclusion, especially in technology and civic engagement. Also, the dedication of resources to strengthen the capacity of the team in different areas for organizational development. Lastly, the dedication exhibited by the team in enhancing collective action and agency to promote economic rights and social justice through networking and movement building.

We would like to extend our sincere gratitude to our funders and partners for their generous contribution to the work of our organization. Your support is directly contributing to the future of an inclusive society in which girls and women have the power to choose and create opportunities for themselves and others. We deeply appreciate your support and commitment to our cause.

As we move forward into the next year, we remain committed to promoting digital resilience, digital advocacy, civic engagement, and digital inclusion amongst girls and women, enabling them to close the gender divide in the community.

We are confident that, with our talented team and continued focus on delivering value to our community, we will achieve even greater success in the coming months.

Sincerely,

A handwritten signature in black ink, appearing to read 'Carol Ndosi', with a stylized flourish at the end.

Carol Ndosi

ABOUT THE LAUNCHPAD TANZANIA

INTRODUCTION

The Launchpad is a centre for personal and professional development that was created with the main objective of assisting youths and women in building their digital capital through the development of their skills and talents as well as by promoting a knowledgeable, effective, and productive mindset that can support the expansion of the digital economy, improve employability, and create decent jobs. The organization focuses on developing digital skills and 21st-century leadership.

Through capacity-building training in digital citizenship and skills, LP Digital, its digital branch, specializes in teaching, coaching, and mentoring in digital and media literacy. The Launchpad was founded in September 2017 by Henry Kulaya (an education specialist) and Carol Ndosi (a development practitioner) and incorporated on February 14, 2018 and further registered with the registrar of NGOs on 26th August, 2019 under the registration number 00NGO/R2/000482.

Specialized in training, coaching, and mentoring in digital and media literacy through capacity-building training on digital skills and digital citizenship. The Launchpad is determined to onboard women and youths between 18 and 40 years on to digital platforms so that they do not miss the opportunities that are presented onto those platforms. Also, The Launchpad aims to install into the younger generation between the ages of 10 - 17 the importance of learning a digital skill at a young age.

The Launchpad is comprised of a team of young enthusiastic men and women who are driven with the desire to sustainable solutions are developed in the community by women and youths. The team is resilient to the status quo, constantly developing programs that are born from design thinking workshops held with the targeted beneficiary groups so that solutions created are needed, customized and sustainable.

The Launchpad works with the Ministry of Education, the Ford Foundation, Swedish embassy, World bank, DW Akademie, and efm.

VISION AND MISSION

Vision: "To be a one stop for personal and professional development, our vision is to promote and enhance lifelong learning through our different training programs and 'catch them early' sustainable approach through consultancy in learning programs."

Mission: "we are at the heart of skills development in Tanzania, directly engaging youths and stakeholders, developing demand driven bespoke modules and are advocating for equitable inclusion as a sustainable approach towards leaving no one behind. We are determined to raise awareness on lifelong learning for decent work and economic growth."

OUR SCOPE

The Launchpad Tanzania operates nationally but is based in Dar es Salaam. Our head office is in Dar es Salaam, but we have an extensive pool of certified trainers and program coordinators who are based in different regions of Tanzania to enable wider coverage.

OUR THEORY OF CHANGE

At The Launchpad, our theory of change is rooted in the belief that empowering youth and women through digital inclusion can spark a transformative cycle of growth and development. We believe that by equipping individuals with relevant digital skills and fostering their ability to create innovative digital solutions, we not only enhance their employability and entrepreneurial prospects but also stimulate economic development within their communities.

As we advocate for digital rights, online safety, and the importance of digital inclusion, we create an environment where individuals can thrive with confidence in the digital world. Our comprehensive approach, grounded in capacity building, digital empowerment, and advocacy, works synergistically to break down barriers, bridge divides, and pave the way for a future where youth and women are at the forefront of social and economic progress.

This theory of change is the driving force behind our commitment to empowering individuals, promoting safe online spaces, and advocating for their rights, as we collectively strive to leave no one behind in the digital age.

STRATEGIC OBJECTIVES

1. To pursue a women's agenda that is inclusive through digital skills education, equal opportunities, access, and control of resources.
2. To promote women's economy through sustainable development, civil engagement both online and offline, and equitable inclusion through gender equality and inclusion.
3. Build a sustainable, resilient, and competent organization that supports our efforts toward realizing the Launchpad Tanzania vision, mission, and strategic goal.

LP DIGITAL

The Launchpad Tanzania has a digital arm that specializes in digital inclusion through capacity building and advocacy. LP Digital has different initiatives, such as Mitandao Na Sisi, the Digital Tanzania Program, Dijito Na Mimi, and Sauti Zao which target youth and women for digital skills training, storytelling, and advocacy on digital inclusion through digital literacy, citizenship, and rights. Our motivation for all our digital inclusion projects is bridging the digital divide and contributing to human capital development, safety, and linkages toward a prosperous digital economy as an avenue for decent work and economic growth. The flagship project for 2023, SAUTI ZAO, translates to “Their Voices”

ANNUAL UPDATE

JANUARY - DECEMBER

Strategic objective 1: to pursue women’s agenda that is inclusive through digital skills education, equal opportunities, access, and control of resources.

a. Digital Tanzania Program

This is a digital training program focusing on enabling young women to achieve digital skills through Digital training. The program targets young women in Dar es Salaam between the ages of 18 and 35 in the areas of mindset powering, skills transformation, linkages to resources, and cultivating an enabling environment for young women’s economic rights and justice.

The Launchpad Tanzania continues to leverage digital technology to facilitate the scaling of youth, girls, and women by enhancing the digital skills training that promotes the growth of the digital economy. This year, we trained 72 girls and women in two cohorts each lasting three months, (from January to April, and from July to October, respectively).

The next cohort will start from January to April, 2024, where another 36 women and girls will be admitted for digital training.

In this year, we ensured that girls and women not only acquire merely theoretical knowledge about digital use but also practically use available tools and skills in day-to-day operations. The team has successfully conducted different activities both online and offline just to reach as many women as possible

b. SheTech Incubator and Accelerator Program

The SheTech Incubator and Accelerator Program 2023, initiated and led by The Launchpad Tanzania's Women and Technology Project, is a groundbreaking women-focused initiative aimed at promoting gender equality and empowering women entrepreneurs in Tanzania's digital economy.

The program's core objectives encompass equipping women entrepreneurs with essential skills for developing, launching, and scaling digital solutions, fostering an ecosystem supporting women-led startups, and contributing to the promotion of gender equality within Tanzania's digital economy.

For the first cohort in 2023, the program facilitated 15 women who had tech solution ideas.

Strategic objective 2: increasing awareness among girls and women about accessing and utilizing digital platforms for promoting and growing markets.

a. Through the Limited Youtube series; Mitandao Na Sisi, Dijito Na Mimi Series, and The Sauti Zao

A digital storytelling approach that is dedicated to seeing women and youth thrive in social and economic development through our numerous programs as an advocate of digital rights through projects that involve youth and women.

The number of options, such as online enterprises, freelancing, content production, digital marketing, etc., has significantly expanded thanks to digital platforms. Someone with a wide variety of digital skills is needed to explore this potential fully.

Due to the accessibility of digital options and the high unemployment rate, LP Digital has made it a priority to ensure that Tanzanian women and youth take full advantage of these changes.

The limited series Mitandao Na Sisi, and Dijito Na Mimi were created with the intention of educating women and young people about the benefits of using digital media for economic development in an entertaining way. While the Sauti Zao limited series was created to include women and youths in civic dialogs through digital platforms so that their voices can be heard and ways to protect them can be created.

b. Swahili Central Twitter (X) Spaces

Swahili Central is a dynamic virtual town-hall platform, intentionally crafted to promote and protect both youth and women's voices online, with an overarching goal to accelerate the enhancement of freedom of expression in civic engagement on the internet. This innovative platform is designed to serve as a platform of open discourse, empowering the traditionally marginalized demographics to articulate their views, engage in meaningful dialogues, and contribute substantively to the online civic dialogue. Over eleven (11) months, our virtual town hall has facilitated in-depth discussions of various topics. These discussions included exploring reasons behind the limited participation of youth and women in civic engagements, emphasizing the significance of establishing a youth council, diving into the barriers preventing women from active involvement in online civic engagements, and strategizing on how digital platforms can be harnessed to amplify the participation of youth and women in voting processes.

We have also probed into essential questions such as methods to effectively solicit the input of the youth regarding the new constitution, gauging the audience's perspective on the government budget passed on June 15th, 2023, examining whether Tanzanians are utilizing social media to demand government accountability, and identifying the factors contributing to prolonged service within government offices. Furthermore, discussions have revolved around the potential transformative progress that can be achieved through enacting leadership changes and reappointing individuals.

Throughout these dialogues, we have been honored to host diverse speakers with backgrounds relevant to the specific topics under consideration. Swahili Central aims to foster and encourage youth to express their opinions on development issues without being hindered by their educational background. From January to October, our platform has successfully reached over 4,077 audiences, reflecting the resonance and impact of Swahili Central in facilitating constructive conversations and promoting inclusivity in civic engagement.

c. Tanzania Women and Technology Conference 2023

The Women and Technology Tanzania conference was organized by LP Digital. The primary goal of the conference was to encourage and support women's leadership and participation in technology. The conference included a display of cutting-edge digital solutions created by Tanzanian women, a presentation on lessons learned and solutions, and a panel discussion. With the theme "**DigitALL: Innovation and Technology for Gender Equality**," the conference was a way to honor International Women's Day in 2023.

Hon. Nape Moses Nnauye (MP), Minister of Information and Communication Technology, was the honored guest at this conference, which took place on March 7, 2023, at the Julius Nyerere International Convention Center.

Prior to the conference, information about it was distributed to those in the Launchpad database, including young girls, women, various stakeholders, and tech-related organizations, were 220 people attended, accounting for 90% of those invited.

The Women and Technology Conference was powered by the Ministry of Education, Science, and Technology, the Ministry of Community Development, Gender, Women, and Special Groups, The World Bank and NMB Bank.

d. Kongamano na soko la wanawake na dijitali 2023

On October 6th, LP Digital through the Tech Women TZ program hosted a remarkable and substantial event that brought together a diverse group of women who harness the power of social media and digital platforms to not only enhance their personal income but also to create a multitude of opportunities for themselves and fellow women. This event was truly a necessity, as it served as a unifying platform where women could network and exchange invaluable knowledge on various aspects of the digital landscape.

This event provided a unique stage for a multitude of digital entrepreneurs and small-scale business owners to exhibit their products and digital innovations, all of which are specifically designed to aid women in their day-to-day lives.

Strategic objective 3: to advance youth and women's economic empowerment through equity, including sustainable development and civic involvement both offline and online.

a. Sauti Zao

Sauti Zao is a project that aims to promote and protect the voices of women and youth online and offline. This initiative officially began in January 2023 with the goal of visiting young people and women from various parts of Tanzania to teach them how to keep themselves safe on digital platforms and to get their opinion on how they would like their voices to be safeguarded online. In its first phase, the project traveled to five regions (Dar es Salaam, Morogoro, Dodoma, Singida, Shinyanga, and Mwanza) to educate youth and women on safe digital use and digital resilience.

With the help of a Ford Foundation grant, LP Digital began planning for the Sauti Zao project in November 2022. The project will be executed in two phases, where the first phase is based on capacity building, content production, and research, and the second phase will be based on trainees monitoring via their respective social media platforms to track changes in behavior patterns, post-production, and the design of the dedicated platform.

A design thinking workshop was held to kick-start the project. Leaders of university student organizations, young politicians, and youths who participate in civic conversations online attended the workshop. A road map of what the project should cover was developed as a result of the workshop.

Some of the highlighted topics to be covered included digital literacy, digital citizenship, and digital rights; platform mapping to determine which existing digital platforms are most preferred by youths and women, as well as the reasons for each; and the design and development of a new digital platform tailored to their needs, allowing them to freely participate in civic engagements.

With the idea of a dedicated platform, Twitter spaces through Swahili Central became a reliable platform for the Sauti Zao project. Every month, a Twitter space with a specific topic would be held to help drive the conversation on civic issues by first addressing the barriers and challenges faced by youth and women.

b. Helpline

More individuals are utilizing digital devices like smartphones as a result of technological improvements, which have produced a number of digital platforms and a sizable user population with no prior knowledge of digital rights and safety. The number of people using digital platforms has grown as a result of rising internet usage, the growth of social media, and the shifting of opportunities to digital platforms. Sadly, many users are not aware of their digital rights or the cyber laws and policies that guide and protect them. Digital rights include the freedom to access information on digital devices as well as the freedom to use the internet, remain online, work, and own property.

The Launchpad Tanzania has been operating a number of programs on digital rights, digital literacy, digital safety and security, and digital skills for women and youth in a range of professions which brought to the attention of the need for a dedicated helpline for victims of

online violence, the focus being women, as statistics show that they experience the violence acts the most.

LP Digital launched a helpline number in January 2023 as a result of these developments. The helpline number would be used by anyone who had come across any online gender-based violence (OGBV), such as social media harassment, cyberbullying, revenge porn, and the non-consensual distribution of intimate images (NCSII), among other things.

The helpline has helped young women and men take the first step toward reporting online violence and seeking assistance with mental health issues brought on by online violence in conjunction with the launch of a new project titled SAUTI ZAO, whose core objective is "Promoting and Protecting Youth and Women's Voices Online."

In 2023 alone, more than 50 cases were listed online, and 10 were accelerated to the authorities as per the victims' consent. This goes to show that there is still much to be done to ensure that the identities of victims are protected, as well as the laws and policies to not mimic a double-edged sword.

BOARD OF DIRECTORS MEETINGS

In 2023, the board members gathered three times to assess the overall direction, strategy, progress, and legalities of the organization at the first meeting of the year 2023. In strengthening the organization's accountability, the board called to assess the 2022 annual performance and approve the 2023 annual budget and annual work plan. This process is important because it's a chance to review an organization's performance and set SMART goals both programmatically and financially to ensure teams across the organization can achieve them.

Objective of the board meetings: To consistently track, record, and communicate the impact of our work to our partners and beneficiaries.

Documentation of Project Outcomes

Launchpad Tanzania has been bridging the gender digital gap among the community of girls and women by imparting the skills necessary and essential for reaping the benefits of digital opportunities to ultimately generate and increase their income via online capacity-building and offline learning methodologies, that is, capacity-building program training.

Therefore, The Launchpad Tanzania, with support from different stakeholders, contributes to bridging the gender digital divide and the rural-urban digital divide via the Sauti Zao project, in which our team traveled to different regions to train both youth and women.

Annual Progress

Summary of our achievements from January to October 2023

ACHIEVEMENT	TARGET	REACH
Youth, girls, and women Access skills, knowledge, resources, and opportunities to accelerate the growth of their economy	1,000	600
Young women imparted knowledge and skills on digital skills and capacity-building training, contributing to bridging the gender digital divide both online and offline.		
Women and technology To convene a Tanzania Women and Technology Conference on March 7, 2023.	200	220
Sauti Zao. To promote and protect the voices of women and youth offline.	400	Over 500
Swahili Central. Every month, a Twitter space with a specific topic would be held to help drive the conversation on civic issues by first addressing the barriers and challenges faced by youth and women.	None	Over 10,000 impressions
Media houses visited to promote the Helpline and digital safety and security knowledge	None	2
Beneficiaries of our Digital Tanzania program (Digital training)	72	60
Board meeting wasting conducted	1	1
Staff capacity-building sessions conducted	4	4

CHALLENGES ENCOUNTERED

- Limited financial capacity for assessing and tracking our impacts on beneficiaries consistently retards our efforts to keep in touch with more beneficiaries, particularly those in remote areas.
- Inconsistency among some of the beneficiaries in program adherence will likely create a significant difference in the program's impacts on the beneficiaries. Particularly the virtually implemented projects due to the fact that some girls and women are limited in accessing the internet due to internet charges and the rural-urban divide.
- High dropout rate This has become a chronic challenge in our digital skill training program, even though the programs are free.
- Coding for kids encounter low response since most of the parent and guardian don't know the importance of computer skill and also of the kid do not have a basics of computer skills. This resulted to failure of the first holiday intake in June- July and only an enrollment of 1 student in the November – February intake
- The Digital Mobile Clinic faced a major challenge due to the system procedure for the release of permits for the program to be held.

KEY LEARNINGS/LESSONS LEARNED IN 2023

- Project outcome mapping is essential in the entire project cycle for evaluating the efforts made in implementing the projects in terms of finance, human resources, time resources, and the progress and outcomes of the projects.
- Alternative sources for income-generating activities for The Launch Pad Tanzania must be created to secure organization operation during difficult periods and uncertainties from donors to increase efficiency for hiring experienced and respective teams in an organizational context.
- For projects, it is crucial to include various stakeholders, including beneficiaries, in testing the program before full implementation of the project.
- Project donors and other stakeholders should be informed about the ongoing projects frequently, and whenever a problem is identified, it has to be immediately reported and its prior way out.

THE LAUNCHPAD TANZANIA IN THE MEDIA

The Launchpad Tanzania work has been reported by different media outlets in this quarter who were invited to cover some of our events. The involvement of these media as partners in the events has increased the organization's visibility to the general public, partners, and stakeholders. Among the invited and reported Media are:

1. Mwananchi <https://www.instagram.com/reel/CpdLGagDgg1/?igshid=YmMyMTA2MY>
2. MillardAyo
<https://millardayo.com/nape-mgeni-rasmi-kongamano-la-bidhaa-za-teknolojia-za-wanawake/>
3. TheCitizen
<https://www.thecitizen.co.tz/tanzania/news/national/stage-set-for-women-and-technology-conference-4109180>
4. ChinaXinhuaNews
https://twitter.com/xhnews/status/1625141682726469638?s=46&t=4I10am_8WZ82TKM5sM62CA

OUR FUNDERS IN 2023

- The Embassy of Sweden
- The Ford Foundation
- DW akademia
- NMB Bank

NETWORKING IN 2023

Attended external events for networking and partnerships

ORGANIZERS	OUR POSITION	CORE AGENDA
CIPESA	Trainer	Digital rights Research, communication, and advocacy training
Women Fund Tanzania	Host	The 15-year anniversary of the WFT celebration
FUNGUO - UNDP	Partner	Women's Day. Discussion on how an agency can improve women's position in the country and what the challenges are
TIFLD	Invitee	Innovations ecosystem international women's Day

World Bank	Invitee	The event convened leaders of WROs and local and international public and private stakeholders to discuss the documented findings of the World Bank in advancing gender equality in business (as entrepreneurs and in job markets) and Law in Tanzania
Pollicy Org.	Invitee	Stakeholders convening on better solutions and policies to counter data privacy
Great Lakes Peace Network Summer school	Speaker	Attended a four-day Great lakes region peace school to speak about the role of digital platforms in bringing peace in the region
Global Peace Foundation	Trainee	Attended a 4-month training of how to conquer financial terrorism in NPOs
FIFAfrica23 (Forum on internet freedom in Africa)	Exhibitors	Attended a 10 years of internet freedom in Africa in 2023.
FORD FOUNDATION	Invitee	