



2020 ANNUAL REPORT

INTRODUCTION

2020 was a transformational year for Accountability Lab Pakistan. Major highlights included our incubation programs, pandemic response activities and the inauguration of the Open Gov Hub. During the year, the Lab reached 36,000 youth on various initiatives, created new partnerships, supported several communities and established a state of the art Open Gov Hub for start-up accountpreneurs and those needing co-working spaces.

There is no doubt that 2020 was also an unpredictable year. The pandemic affected every activity and disrupted entire sectors, including the development sector. The situation gave way to a score of issues like unpredictable health hazards, booming unemployment and loss of livelihood, lack of infrastructure and a failure of governance amid the predicaments. However, through the external uncertainty, Accountability Lab Pakistan continued to deliver well planned development programs with no critical delays. We proved ourselves to be at the forefront of service delivery to vulnerable populations with our teams reaching communities by any possible means to keep them well informed of the pandemic and helping to keep them and their loved ones safe.

I take this opportunity to thank the entire team and our advisors behind the offering for a successful

transition to a PCP certified entity with 2(36) (Tax exemption) status from the Federal Board of Revenue. We are deeply thankful to our donors and implementing partners for their part in Accountability Lab's journey. The trust they have placed in the Lab and its dedicated teams is not a burden we bear lightly, but with great pride. Our strong and prudent balance sheet with well-minded cash flows will enable the execution of our ambitious growth strategy.

Finally, we faced a year of novel challenges and new opportunities in 2020. I am overwhelmingly proud of how adaptive and resilient our teams were in the face of a challenging global pandemic and I am grateful for their unwavering commitment to maintain the support for those in need.

It is also due to their efforts that we kept true to our cause, expanding new initiatives for 2021 that will positively impact the lives of vulnerable and underprivileged communities. We envision a society which is just, where those with authority are accountable and institutions are transparent; and with every coming day we are strengthening our commitment to make this happen. We look forward to a vibrant, exciting and safe 2021 for everyone on the planet.

Fayyaz Yaseen, Country Director: AL Pakistan



AL VISION AND MISSION

We continue to reimagine how to build accountability in Pakistan. Our vision is a country in which citizens are active, leaders are responsible and institutions are accountable. It is a country in which resources are used wisely, youth are taking leadership responsibly, decisions benefit everyone fairly, and people lead secure lives. Our mission is to make governance work for the Pakistan people.

OUR STRUCTURE

Accountability Lab Pakistan is a registered non-profit based in Islamabad with XX staff and XX volunteers. We are part of a global translocal network of Labs including Accountability Lab Global (registered as a 501c3 in the US), Liberia, Mali, Mexico, Nepal, Niger, Nigeria, South Africa, and Zimbabwe, all of which are locally registered. We now have 100+ staff across this network, supported by hundreds of volunteers.



We understand accountability as a complex, political, and non-linear process. Thus, we have developed several theories of change over the lifetime of the Accountability Lab. We are proud of the fact that our understanding of the impact of our work is evolving as we iterate and learn. Accountability relates to complex social and political dynamics and building it requires multiple interrelated activities. Our efforts are just one part of the process of change we hope to see. We prefer to understand a theory of change not just as a way to map out inputs, outputs, and outcomes but as a way to understand in practical terms the causality between them; and to support double-loop learning (learning that recognizes that the way a problem is defined and solved can be a source of the problem itself).

“ Our values - integrity, innovation, humility, practicality, and collaboration- have given us the resilience to move past the challenges brought by the pandemic



Shifting norms to ensure that integrity becomes the expected behavior within societies.



Influencing policies, processes and practices, through growing coalitions and advocating for change.



Equipping reformers - inside and outside government - with the knowledge and tools to push for better governance.



WOMEN'S FILM SCHOOL

Accountability Lab Pakistan launched its first-ever Women's Film School (WFS) training program in the past year. Ten amazing young women from across Pakistan were selected to be a part of this program. The objective of the Women's Film School is to support women to speak up for their rights and influence more empathetic policy-making as well as general societal awareness. The film school focused specifically on training women from across the country on their social, political, and human rights, social and economic development issues, and visual storytelling skills. These included storyboarding, scripting, production, editing, and dissemination. Following the workshop, participants produced films on pre-selected themes around women's rights and their challenges in Pakistan. ALP in partnership with N-Peace has now completed its first batch of Women's Film Schools.

Impact to Date

- Two participants used video as a tool to raise awareness around "Aurat March", a feminist movement in Pakistan.
- We connected with Sharmeen Obaid Chinoy Films school and shared the films of these impressive women with the school.
- A participant who made a film on transgender education is now opening her own micro media lab called the "Red Ribbon Lab", where she will produce documentaries, e-posters, short interviews, blogs, and stories on HIV/AIDS.
- Indirect beneficiaries include 1,785 viewers on social media, and participants of the Red Ribbon media lab.
- Films by two of the participants were shown at the Open Gov Hub and a panel discussion was generated around their topics of interest.
- The Women's Film School supported 10 female civil society change-makers and community leaders to break social barriers by using short films to depict stories they would like to share with the world.



ACCOUNTABILITY INCUBATOR

The Accountability Incubator is a year-long training and support program for young people with great ideas for accountability. Akin to a business incubator, the Accountability Incubator provides “accountapreneurs” - or accountability entrepreneurs - with training (quarterly meet-ups and online modules), hands-on mentorship (support for the development of ideas), communications support (such as promo videos and blogs), network-building (through pitch events and “friendraisers”) and financial resources (an innovation fund).

In 2020, 40 accountapreneurs worked on 6 themes including local governance, art, theatre, and film, gender and ethnicity, education and civic tech, cultural heritage awareness, and labor migration.

As witnessed throughout the world, the Covid-19 pandemic also impacted the implementation of the Accountability Incubator program. After our first quarterly meet-up in February 2020, we changed the program to a virtual incubator. Our accountapreneurs could not escape the cascading effects of Covid-19 and therefore a few of them had to shift their original project idea towards the Covid-19 response. For example, Fouad Bajwa changed his idea to developing an agricultural advocacy platform called “Agriculture Republic”. He is also part of “Pakistan - Against Corona”, a volunteer group working to improve the medical equipment supply chain in Pakistan by mobilizing communities of local engineers, doctors and cottage industries.

Similarly, Jayya Jaggi changed her initiative of in-person capacity development sessions in colleges and schools to a more entrepreneurial initiative where she is trying to create a platform to connect at-home local female teachers to diaspora students in Australia, bringing employment opportunities for local teachers. She also ran local blood donation drives for thalassemia patients during the pandemic.

Huzaifa Hussain modified his idea of training sessions in business ethics for SMEs to a consultancy firm that helps SME develop digital marketing and sales strategies while upholding their brand promises in product delivery and adopting ethical practices for documentation and human resource management.

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In February 2020, our accountpreneurs held their first quarterly boot camp at Muree which enabled them to connect and learn about pitching their ideas, proposal writing, developing business plans, and financial sustainability. This initial community-building event helped to form connections among the 2020 cohort and ALP team which played an important role in running the virtual monthly learning calls.

We also held monthly Incubator Learning Calls which focused on providing knowledge and skills in different problem areas of the accountpreneurs' initiatives to help them improve and achieve their goals. Although these learning calls were structured as peer learning sessions, separate one-on-one calls were also organized for accountpreneurs that needed assistance in a particular dimension of their initiatives.

Incubator Project Updates

- Suman Lashari, a member of the 2020 cohort, joined the Women Film School and created a video around laws against acid crimes.
- Saro Imran participated in the Women Film School and produced "Qadam" a video about the importance of education for the transgender people. Saro also received support from our accountpreneurship fund to start a micro media lab which will be vital to generating content for awareness around HIV, Covid-19 and trans rights. AL also helped her to generate a global giving page to raise funds for her initiative Activist Alliance Network.
- Ammarah Shah raised PKR 50,000 to help her design her book. This is a children's book in Urdu focused on the concept of integrity.
- Through mentorship support from the Accountability Incubator program, Muhammad Huzaifa launched a minimum viable product of a consulting firm that supports businesses in developing their sales strategy, focusing upon ethical business practices. He has been able to on-board four clients and helped them in developing proper documentation and new social media marketing techniques while staying true to their brand promise. Now he is working with the AL Pakistan team to develop his own brand identity and to build content for his website.
- Anum Rathore, a member of the 2020 cohort, is doing an online series on violent crime survivors and has invited fellow accountpreneur, Suman Lashari, to join in her first episode. Anum also participated as a speaker at a youth-led webinar on the occasion of "International Youth Day – 2020" to motivate young change-makers.

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CORONAVIRUS CIVACTS CAMPAIGN

The Coronavirus CivActs Campaign (CCC) started in March 2020 with support from the Open Society Foundation (OSF) to gather rumors, concerns, and questions from communities across the country, and eliminate information gaps between the government, media, NGOs, and the citizens. By keeping the public informed, the CCC ensures a better understanding of needs regarding Covid-19 and debunks rumors before they can do more harm. A total of 60 CCC bulletins, both in English and Urdu have been published and shared via email and social media. These bulletins are also made available online for anyone to access [here](#).

“Through Facebook, AL Pakistan was able to reach out to more than 3000 youth between the ages 18 - 24 years for its panel discussion on how ALP is responding to the pandemic. The event was viewed mostly in Punjab, followed by Sindh and Khyber Pakhtunkhwa.

ALP covered a range of themes in the bulletins including:

- Debunking rumors and false information
- Providing information on ways to protect oneself from contracting the virus
- Providing updates on the steps taken by the government in different provinces against Covid-19
- Experts' say on different sectors such as agriculture, education, mental health, digital safety, and paramedic staff
- On the ground stories from people affected by the pandemic.



YOUTH PEACE INCUBATOR

It has been observed that several incidents of violent extremism (VE) have been occurring at various educational institutions. Accountability Lab Pakistan in collaboration with DAI, established a Youth Peace Incubator at the Muhammad Nawaz Shareef University of Agriculture in Multan, to engage students on various peace-promotion activities. This initiative promoted tolerance and an appreciation for diversity within the campus.

Altogether ALP engaged more than 2400 students from the implementation of the project. This was despite the fact that most of the activities had to be organized online due to the Covid-19 pandemic.

YOUTH PEACE INCUBATOR BY NUMBERS

200

Direct participants

2,200

Students reached

15

Virtual mentoring sessions

“

Thanks to the continued support from ALP, we are now one of the universities whose campus is completely conflict-free. I also believe that it will remain so long as we continue to expose our students and faculty members towards topics of conflict resolutions, and the incentives and benefits of a congenial and friendly environment on

campus. - Dr. Asif Ali Rao, VC MNSUA, Multan



OPEN GOV HUB

There are often very few managed spaces where young people can come together, get online, share resources, access events, and collaborate under a commitment to empower citizens and open up governments. The Open Gov Hub provides the location for our incubator and campaign activities (including training, events, and management) but also serves as a way for us to support the civil society eco-system in Pakistan.

Notable Events

- In collaboration with OGH Albania, we are conducting a Proposal Writing Learning Lab.
- In partnership with OGH Washington DC, we conducted a focus group discussion with local organisations working on Open Gov Partnership. The findings from this discussion were included in an OGH research paper published by the Carnegie Endowment: "[Is the Coronavirus Catalyzing New Civic Collaborations for Open Government?](#)"
- By the end of 2020 we were able to set up a physical Open Gov Hub Space. This space is designed to promote coworking and facilitate small scale events. In 2021 we will be launching our marketing strategy for Open GovHub Pakistan.

OGH PAKISTAN WAS
INSTRUMENTAL IN
BUILDING A
COMMUNITY OF
ORGANIZATIONS
WORKING ON OGP
NATIONALLY AND
INTERNATIONALLY





BUSINESS ACCOUNTABILITY BOOTCAMPS

Accountability Lab Pakistan organized a series of interactive, one-day business accountability boot camps on ethical business practices, effective lobbying skills and leveraging the Open Government Partnership (OGP).

The freely available boot camps were conducted in Karachi, Peshawar, Lahore, and Quetta. This project sought to achieve the following objectives:

- To increase knowledge and change perception of local entrepreneurs about ethical business practices, orient them about the Open Government Partnership (OGP), and business compliance;
- To build their advocacy skills to use the same for demanding OGP implementation, greater access to government held information, and ease of doing business;
- To learn about the challenges faced by the younger entrepreneurs and help them overcome the same.

PARTNERS

LAHORE CHAMBER OF COMMERCE
LAHORE WOMEN'S CHAMBER OF COMMERCE

CECOS UNIVERSITY
PESHAWAR CHAMBER OF COMMERCE

NATIONAL INCUBATION CENTER
BAHRIA UNIVERSITY

SMALL AND MEDIUM ENTERPRISES DEVELOPMENT AUTHORITY
QUETTA WOMEN'S CHAMBER OF COMMERCE.



FAIL FAIRES

- Fail Faires are interactive events designed to celebrate failure and develop a culture of learning from failures. Since December 2019, Accountability Lab has conducted one in-person Fail Faire event, five virtual Fail Faire events, and produced 6 blogs around each event. These events invite speakers to share their experiences of failure and reflect upon learnings from those experiences. These six Fail Faire events featured different themes and hosted guests from a variety of sectors.
- During the pandemic, AL Pakistan hosted Fail Fairs via Facebook. The structure of the events was changed to accommodate virtual limitations like more screen time with the speakers rather than interacting with the audience. The audience was engaged through lively chat boxes and we targeted university students from the Muhammad Nawaz Sharif University of Agriculture in Multan. We also ensured that event themes related to student curricula. Through online events we were able to reach more than 7,000 people. Blogs corresponding to each event were published, highlighting the learnings and increasing outreach. These events connected our audience with different communities like Young Public Speakers and people living with disabilities.





STRENGTHENING COMMUNITY RESILIENCE TO COVID-19

SCRC is an 18-month long project that aims to address the immediate threat and long-term implications of the COVID-19 pandemic for the most vulnerable populations of Pakistan through greater awareness of health risks and preventive measures. The campaign is aimed at improving access to support services, reducing communal tensions and stigma, and encouraging greater responsiveness of public authorities to the voices and interests of the poor, women and girls, minorities, and other marginalized populations.

The project covers Sindh (Sukkur, Khairpur Mirs, Larkana, Shikarpur & Jacobabad) and KP (Peshawar, Charsadda, Mardan, Swabi & Haripur).

Notable achievements in 2020

A total of 12 weekly bulletins were published in a 3-month period from October to December 2020. All 12 bulletins were published in four languages including English, Urdu, Sindh and Pashto. The campaign reached 220,000 people via digital media platforms.

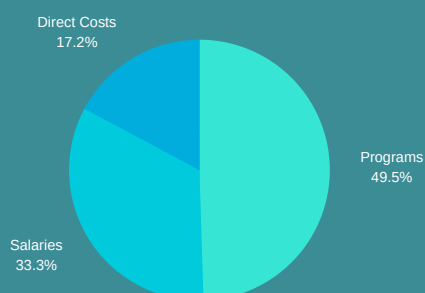
While universities were closed due to Covid-19, the program team successfully mobilized communities in 10 target districts and 340 volunteers were engaged during workshops against a set target of 300.

21 myths about Covid-19 were debunked in project communities and 2 research papers related to Covid-19 were published on budget allocations for the emergency response and women's health.

The Lab is mapping local CSOs and CBOs in all project districts to connect them with our volunteers to ensure wider dissemination of campaign material.

AL PAKISTAN 2020 FINANCES

\$302,120



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AL Pakistan is a registered non-profit based in Islamabad, an affiliate of Accountability Lab Global.