

Strengthening Civil Society and Media Systems Activity (Sawt) In Jordan

Our Theory of Change

Sawt's Theory of Change is based on outcomes generated from building on the synergies between civil society and the media. CSOs and media outlets are the driving force behind civic engagement as they link citizens and public institutions, advocate and develop awareness campaigns that represent citizen and audience needs, and build their capacities to drive civic participation in Jordan.

We must ensure that both CSOs and media outlets are strong and standing on solid digital infrastructures and financial business models; that they are strongly connected to their constituencies and audiences; and that they are inclusive of women, youth, and marginalized groups.

IF CSOs & Digital Media in Jordan...

- Demonstrate measurable improvements in their capacity to provide quality, accurate information, and;
- Demonstrate measurable improvements in their performance and capacity to collectively amplify and support advocacy for citizen-identified issues, and;
- More effectively serve and represent women, youth, and other marginalized groups, and;
- Improve their resilience in a complex operating environment.

THEN...

- Community access to fact-based and trusted information will increase.
- Citizens will critically engage with information, reject false and harmful information, and seek out high quality, accurate information.
- Citizens and CSOs will more effectively participate in civic spaces and advocate for policies through collective action.
- Civil society and digital media information providers will collaboratively be able to sustain civic engagement activities through innovative approaches and strengthened supported networks for the government to be accountable and more responsive to the citizens of Jordan.