Re: USAID x LF x FB: Indonesia PSE Accelerator Platform Discussion

aqisai@usaid.gov Ahmad Qisa'i Thursday, March 17, 2022 at 2:10:32 AM Eastern Daylight Time
To: [redacted]@pearlconsult.com Rezha Bayu Oktavian Arief
Cc: [redacted]@lovefrankie.co Hwee En Tan, [redacted]@lovefrankie.co Matt Love, wdoetsch@usaid.gov Walter Doetsch, [redacted]@fb.com Dessy Septiane Sukendar, [redacted]@fb.com Rezha Bayu Oktavian Arief, [redacted]@fb.com Shanti Alexander, dsentya@usaid.gov Dondy Sentya, yluping@usaid.gov Nico Luping, [redacted]@lovefrankie.co Jo Pretyman, [redacted]@lovefrankie.co Amy Collins, [redacted]@lovefrankie.co Juli Binu, echapman@usaid.gov Ellexis Chapman

Thank you Rezha for your response and comments.
From our discussion this morning with the LF team, they are working on it. Hopefully we can set up a schedule for a discussion sometime next week once the edits and refinement have been completed.

Salam,
Qisa'i

On Thu, Mar 17, 2022 at 12:09 PM Rezha Bayu Oktavian Arief <[redacted]@pearlconsult.com> wrote:

> Hi LF and USAID teams,
>
> Apologies for our late response.
>
> Overall the Program Description looks good to us. There are some questions and ideas from USAID team that we believe LF team can help respond and address. However, just to share some thoughts around some of these ideas:
>
> - We believe it makes sense to eventually mix up the university selection based on area with low and high digital literacy index based on Kominfo's latest survey, so there's a cross learning among the students from different location and so they can share best practices on the FB group as we envision these students to be part of a group/community
> - It also makes sense to consider adopting Merdeka Belajar (Min. of Education) into this program, but potentially in the next phase in the coming years, by convincing the participating universities to include this program in the curriculum outside of their study program and so students can get credit as well. Or another alternative that we can think of is to include this program as part of the university's community service program scheme, so students can use this opportunity to also engage and outreach other people and to get credit for their study as well.
>
> These are just some additional thoughts from us to think of, but once again overall the doc looks good to us.
>
> Thank you, LF and USAID team for the thorough and collaborative work on this!

Rezha Bayu | Advisor | Asia Pacific | Pearl Consulting | [redacted] |
www pearlconsult com

To discover more about Pearl Consulting, check out our new video.
signature_1706930441

From: Hwee En Tan <[redacted]@lovefrankie.co>
Sent: Tuesday, March 15, 2022 7:51 AM
To: Ahmad Qisa'i <aqisai@usaid.gov>
Cc: Matt Love <[redacted]@lovefrankie.co>; Walter Doetsch <wdoetsch@usaid.gov>; Dessy Septiane Sukendar <[redacted]@fb.com>; Rezha Bayu Oktavian Arief <[redacted]@pearlconsult.com>; Shanti Alexander <[redacted]@fb.com>; Dondy Sentya <dsentya@usaid.gov>; Nico Luping <yluping@usaid.gov>; Jo Pretyman <[redacted]@lovefrankie.co>; Amy Collins <[redacted]@lovefrankie.co>; Juli Binu <[redacted]@lovefrankie.co>; Ellexis Chapman <echapman@usaid.gov>
Subject: Re: USAID x LF x FB: Indonesia PSE Accelerator Platform Discussion

Hi USAID and Meta teams,

We've updated the program here based on a 2-year partnership structure, on top of our clarification to Walter's questions on the document previously.
Let us know if you have any further builds or comments before we finalize the document.

Thanks!

Regards,
Hwee

On Fri, Feb 25, 2022 at 3:31 PM Ahmad Qisa'i <aqisai@usaid.gov> wrote:

> Hi Matt,
>
> Thank you for your email and this is to acknowledge the receipt of your email.
>
> Since Walter is on leave until March 4, we have Ellexis as the Acting Director for our office. I copied her in this email for her awareness on this discussion. We will get back to you and the Meta team as soon as possible.
>
> Thank you.
>
> Salam,
> Qisa'i
>
> On Fri, Feb 25, 2022 at 1:11 PM Matt Love <[redacted]@lovefrankie.co> wrote:
>
> > Dear Walter, Qisa'i and USAID colleagues,
> >
> > We now have confirmation from Facebook on the preferred contract term and funding level for the Indonesia University challenge. The preference is for a 2 year contract. Under this arrangement, USAID and FB will each contribute $250k per year (cash and in-kind). Breakdown as follows:
> >
> > **Year 1 (June 2022-May 2023)***
> > USAID: $250k cash contribution
> > FB: $70k cash + $180k in-kind
> >
> > **Year 2 (June 2023-May 2024)***
> > USAID: $250k cash contribution
> > FB: $100k cash + $150k in-kind (exact split TBD)
> >
> > **Exact contract dates to be discussed and confirmed with USAID.*
> >
> > Please let us know if this sounds agreeable to you. If so, Love Frankie will update the program description (the live Google doc) to reflect this timeline and level of investment.
> >
> > Thank you all.
> >
> > Matt
>
> 

Matt Love
Director

[redacted]

Confidentiality Note: This email may contain confidential and private information. If you received this email in error, please delete and notify the sender

On 17 Feb 2022, at 12:53, Ahmad Qisa'i <aqisai@usaid.gov> wrote:

Hi Hwee,

Thank you for the note. Much appreciated!
Looking forward to receiving update from the Meta team!

Salam,
Qisa'i

On Thu, Feb 17, 2022 at 8:45 AM Hwee En Tan <[redacted]@lovefrankie.co> wrote:

Hi everyone,

Thank you again for your time yesterday.
Quick roundup of our discussion points and next steps below.

Expectation & objective alignment

USAID

- Engaging with uni students on an issue important to USAID
- Tap on educational offices's network with universities
- Interested in getting to the crux of why people are allowing themselves to be misled through their interactions online; how opinions are bringing spread, etc
- Interested in this program because it's getting to the core of this – content creators

Meta

Overall objective of WTD:

- Want to educate stakeholders who have similar interest - deepening digital literacy and how people are interacting with online content
-

Focusing on skills around critical thinking, misinformation, safety

- Want to work with multiple stakeholders through these programs to receive feedback about the platform

Priority for Meta Indonesia:

- Big emphasis on news and young adults - how they're using the technology differently from previous generations
- New updates on platform - programs will have synergy with these updates
- Ensuring content is accessible - bridging infrastructure challenges by working with partners and collaborators (e.g., universities, lecturers) to make content even more accessible

WTD module:

- APAC was the first to roll out as a region (materials were made in APAC)
- New version (2.0) with additional modules and skills is going to be localized by 2H 2022
- WTD resources:
  APAC,
  Indonesia
- *Comments from USAID: How much time/efforts has gone into the module updates? From a leveraging perspective it may be possible to include this work as part of FB's non-cash leverage.*

Love Frankie

- Trying to piece together the network and what has already been done by both partners
- Objective: Keep a constant eye on impact and outcomes are aligned and balanced on both sides

Partnership approach

Multi-year partnership:

-

Financially Meta will be limited to commit year by year

- Keen to make it a multi-year project through milestone setting, but contractually it will have to be renewed every year.
- E.g., $x Meta can commit for the project, to be across x years depending on milestones

Duration:

- Preferably 3 years, maximum 4 years
- USAID's current strategy ends in 2025

Comments from USAID:

- *What about something with the first year commitment of $XXX and then subsequently up to $XXX based on milestones over the course of 3 years?*
- *To check: If it's possible to set up as a 3-year project, but continuity is dependent on results at the end of year 1 (funding is contingent on milestones).*

Program design

- Comments from Walter in program description, LF to follow-up in the coming days
- University selection - any criteria/areas to prioritize:
  - Region: Accordinging to USAID's Indonesia CDCS - there are 8 priority provinces (Banten, East Java, East Nusa Tenggara, Jakarta Special District, North Sumatra, Papua, South Sulawesi, West Kalimantan)
    - Flexible to consider other provinces where the issue is prevalent (if it's beyond USAID's CDCS)
    - West, central, East > can also be divided into these categories for a balance mix across Indonesia
  -

Private VS state universities - flexible

- Have a good mix of unis that can have good impact vs more difficult places to work with

NEXT STEPS:

- Meta to share proposal options (contribution in cash and in-kind + partnership approach) by early next week
- USAID to sense check with contracting department on possible approach thereafter
- Will probably follow-up with an in-person conversation with Meta and USAID's contracting team after to firm down grant terms
- To set contracting timeline for Meta to facilitate internal processes after

Thanks all.

Regards,
Hwee

On Tue, Feb 15, 2022 at 11:45 AM Ahmad Qisa'i <aqisai@usaid.gov> wrote:

> Hi Hwee,
>
> Thank you for the updated schedule and the proposed agenda. I agree with it.
>
> Looking forward to it.
>
> By the way, I have removed some of our colleagues' email addresses from this email loop for tomorrow's meeting. There will be the DRG Office team under the leadership of Pak Walter who will be joining the meeting tomorrow.
>
> Salam,
> Qisa'i
>
> On Tue, Feb 15, 2022 at 10:00 AM Hwee En Tan <[redacted]@lovefrankie.co> wrote:
>
> > Hi all,
> >
> > Thanks everyone for your patience as we worked through the scheduling for our next discussion.
> > The meeting is now confirmed for **Wednesday, 16 February, 2-3pm JKT**.
> >
> > Ahead of our call tomorrow, here's our proposed agenda:
> >
> > 1. Expectation & objective alignment (USAID and Meta to share respective objectives for this program – 10mins each; 10mins for discussion)
> > 2. Partnership approach (duration - working towards a multi-year objective approach; budget; renewal process, etc)
> > 3. Program design (# of activities, university selection, geographical focus, etc)
> >
> > We've also been expanding the program description – it's still work-in-progress ~80% completed – for us to co-create further tomorrow.
> >
> > Let us know if there are other agenda points any of you would like to add on.

Thank you!

Regards,
Hwee

On Fri, Feb 4, 2022 at 3:28 PM Ahmad Qisa'i <aqisai@usaid.gov> wrote:

> Thank you Hwee for the notes and the suggested date for the follow up meeting. I will discuss this further internally and will get back to you.
>
> As for this point:
>
> - *GDA evaluation typically takes 4-16 weeks*
>
> I need to clarify that the 4 - 16 weeks is the estimated period for "*Intensive and Detailed Development of the GDA and the activities to be implemented under the GDA".* This is not the evaluation period as mentioned in the note.
>
> However, as explained in the discussion yesterday, the detailing process of the GDA activities can be less than the maximum estimated period as long as all parties agreed to allocate and prioritize the co-creation agenda so that the program description can be completed sooner rather than later.
>
> Thank you.
>
> Salam,
> Qisa'i
>
> On Fri, Feb 4, 2022 at 12:10 PM Hwee En Tan <[redacted]@lovefrankie.co> wrote:
>
> > Hi everyone,
> >
> > *Starting a new thread with everyone from the USAID, FB and LF teams.*
> >
> > Thank you for all your time yesterday, it was great having everyone in the same room!
> >
> > Here's sharing notes and next steps from our conversation.
> > In terms of the next time we all get together again for the program description working session, please let us know your availability for w/c 14 February and we'll coordinate a call timing.
> >
> > **USAID: How will we measure the success of this program? How will we know that we have changed behaviours?**
> >
> > - M&E impact tracking through two aspects:
> >   - Impact of how capacity building for the university participants (primary audience) by doing a pre- and post-survey
> >   - Qualitative research on the impact of the primary audience's knowledge on the topic
> >
> > Follow-up question from USAID:
> >
> > - How do you tell that the content is being looked at? Engaged with? How are they engaging with it? How are they responding?
> > - Are there other things that can be done to showcase the impact of the other groups beyond just the primary audience?
> >
> > **USAID: Why did we decide to focus on communications students?**
> >
> > - Base capacity to create content that will resonate with other students

- Also selecting micro influencers who have the reach and capacity to reach other students
- The comms students that we've engaged with previously also included students specializing in journalism, marketing, etc
- Open to explore if we should open up the student criteria to other faculties as well

Follow-up question from USAID:

- How have you identified those students in the past?
- Are there criteria we will put in place to ensure secondary reach?

USAID: Would you consider a multi year partnership? More universities engaged? The universities that USAID already has economic programming?
USAID is interested in doing a longer-term project (3-4 years) – more interested in the long term impact and results. Would like to build in check points over 12 month periods to adjust and iterate. Program idea works really well with Internews, Notre Dame, Moonshot, etc.

Facebook's budget cycle runs year to year – i.e., difficult to sign off budget for multi-year projects upfront, but keen to explore longer-term partnership as well.

We're all open to working with USAID's existing university partners if we collectively decide that they are the right fit.

Follow-up question from USAID:

- Facebook to sense check if we are able to explore this as a longer-term engagement

USAID: Challenges & learnings from past projects

- Adapting to COVID restrictions – having to pivot from online, key challenge in sustaining students' engagement digitally throughout the length of the project by keeping the program inspirational and aspirational. Good opportunity to evaluate upfront what our engagement approach is (online vs offline vs hybrid).
- Capturing holistic impact across audience tiers – how can we create knock-on effects to secondary audiences, and so forth?
- Moderating students' work – putting in place clear guidance and boundaries while maximizing space for creativity
- Importance of building cohesive relationships with teachers and student contacts for seamless communication and planning

USAID: Is there any possibility of mitigating the kind of risk where the skills learned turn into something more violent or corrupt?

- To explore risk mitigation plan further

FB: Sharing of USAID program materials and background information
We have consolidated the materials shared during the call here.
Feel free to add in any other resources or links in the document directly!

Next steps:

- FB and LF to huddle internally on the follow-up questions above
- FB, LF, USAID to proceed to the co-creation phase for program description based on concept note
- *GDA evaluation typically takes 4-16 weeks*

Feel free to add on to any of the points above.
Thanks all, have a restful weekend!

Regards,
Hwee

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Attachments:

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