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SUDESA: CGSA ENGAGEMENT AND CAPACITY BUILDING STRATEGY

Support for the Digital transformation of South Sudan

CREATED BY

EUSL AB
Care to Change the World

Table of Contents

CGSA Engagement & Capacity Building Strategy

1. Introduction

This strategy document outlines the role of the Council for Global Social Advocacy (CGSA) in supporting the digital transformation of South Sudan through strategic communications, global advocacy, and capacity-building initiatives. As a flagship institution under the Agenda for Social Equity 2074, CGSA is mandated to educate and empower global leaders, changemakers, and public servants in the principles of ethical governance, social development, and the transformative potential of digital public infrastructure.

The purpose of this strategy is to ensure that South Sudan's digitalisation journey is not only technically sound but also socially inclusive, globally visible, and locally owned. CGSA will serve as the primary platform for engaging diverse audiences—ranging from international donors and media to local communities and youth—through a coordinated program of messaging, training, and advocacy.

CGSA's engagement will be anchored in its signature educational philosophy, including the "Charity as a Business" model, which reframes social impact as a disciplined, results-oriented enterprise. This approach will be integrated into training modules for civil servants, educators, and youth leaders, ensuring that digital transformation is accompanied by a shift in mindset and institutional culture.

The strategy is fully aligned with the Agenda for Social Equity 2074 and is operationalised through the Flowhub Public-Private Partnership (PPP) framework, which provides the structural foundation for CGSA's collaborations with Microsoft, universities, NGOs, and regional training centers. Through this framework, CGSA will position South Sudan's digitalisation as a replicable model for equitable digital development in post-conflict and emerging contexts.

By combining global thought leadership with local capacity building, CGSA aims to ensure that South Sudan's digital future is not only built—but understood, embraced, and sustained.

2. Strategic Communications & Advocacy

The success of South Sudan's digital transformation depends not only on technical implementation but also on public understanding, stakeholder alignment, and global visibility. CGSA will lead a coordinated communications and advocacy strategy to ensure that the digitalisation agenda is well-articulated, widely supported, and positioned as a model for equitable development.

Key Messages and Narratives
CGSA will craft and disseminate a set of core narratives that frame digital transformation as:

- A **tool for social equity**, not just efficiency

- A **sovereign national investment**, not a donor-driven agenda

- A **platform for youth empowerment and innovation**

- A **model for post-conflict digital development**, with South Sudan as a global case study

These messages will be tailored to resonate with different audiences while remaining grounded in the principles of Agenda 2074 and the Flowhub PPP framework.

Target Audiences
The communications strategy will engage:

- **Local stakeholders**: civil servants, educators, youth, and community leaders

- **Regional actors**: AU bodies, COMESA, IGAD, and peer governments

- **Global partners**: donors, multilateral institutions, technology firms, and academic networks

- **Media and civil society**: to foster transparency, dialogue, and public trust

Media and Public Engagement Strategy
CGSA will deploy a multi-channel approach, including:

- **National media partnerships** for radio, print, and television coverage

- **Digital platforms** for storytelling, updates, and public feedback

- **A Digital Advocacy Toolkit** for local communicators, journalists, and civil society actors to localise and amplify key messages

- **Social media campaigns** to engage youth and diaspora communities

All messaging will be inclusive, culturally sensitive, and aligned with national identity and aspirations.

Events, Campaigns, and Global Forums
CGSA will organise and participate in:

- **National awareness campaigns** on digital rights, inclusion, and literacy

- **Regional summits and AU forums** to position South Sudan's model

- **Global events** such as the UN Internet Governance Forum, World Summit on the Information Society, and Microsoft-hosted leadership roundtables

- **CGSA-hosted dialogues** with changemakers, philanthropists, and public sector innovators

These platforms will be used to elevate South Sudan's voice, attract investment, and build solidarity with other nations pursuing inclusive digitalisation.

3. Capacity Building Framework

The digital transformation of South Sudan must be accompanied by a deliberate and inclusive strategy for human capital development. CGSA will lead this effort by designing and delivering training programs that equip civil servants, educators, and youth with the skills, values, and mindset required to sustain and expand the digital ecosystem.

Target Groups
The capacity-building strategy will focus on three primary constituencies:

- **Civil Servants**: To ensure effective use of digital tools in governance, service delivery, and public administration.

- **Educators**: To integrate digital pedagogy into classrooms and foster digital literacy among students.

- **Youth and Emerging Leaders**: To cultivate a generation of socially conscious, digitally fluent changemakers.

Special attention will be given to gender inclusion, rural access, and the participation of persons with disabilities.

Training Modules and Delivery Models
Training will be delivered through:

- **In-person workshops** hosted at regional training centers and government institutions

- **Online learning platforms**, including Microsoft Learn and CGSA's own digital academy

- **Mobile learning units** for outreach in remote and underserved areas

Modules will include:

- Digital literacy and cybersecurity

- Ethical leadership and governance

- "Charity as a Business" principles

- Data management and compliance

- Use of Microsoft 365, Power Platform, and Azure services

All content will be contextualised for South Sudan's realities and translated into local languages where necessary.

Integration with Microsoft's Capacity-Building Programs
CGSA will work closely with Microsoft Philanthropies, Microsoft Education, and relevant regional offices to align training efforts with existing global programs. This includes access to:

- Microsoft's **Global Skills Initiative**

- **Certification pathways** for government and education professionals

- **Mentorship and internship opportunities** for youth

CGSA will serve as the national coordinator for these programs, ensuring equitable access and strategic alignment.

Certification and Recognition Pathways
Participants will receive formal recognition through:

- **CGSA Certificates of Completion**

- **Microsoft-accredited certifications**

- **Digital badges** for online portfolios and employment pathways

These credentials will be integrated into national HR systems and educational frameworks, contributing to long-term institutional capacity and employability.

4. Partnerships and Collaborations

The success of CGSA's engagement strategy depends on a robust network of partnerships that bring together technical expertise, educational resources, financial support, and global visibility. These collaborations will be structured through the Flowhub Public-Private Partnership (PPP) framework, ensuring transparency, shared value, and alignment with Agenda 2074.

Microsoft Philanthropies and Education

CGSA will work closely with Microsoft Philanthropies, Microsoft Education, and regional Microsoft offices to:

- Localise global training content for South Sudanese contexts

- Facilitate access to Microsoft's certification programs and learning platforms

- Coordinate mentorship, internship, and leadership development opportunities for youth and civil servants

- Leverage Microsoft's global convening power to elevate South Sudan's digital journey on international stages

This partnership will be formalised through a memorandum of understanding (MoU) under the Flowhub framework, with CGSA serving as the national anchor institution for Microsoft's social impact initiatives.

Universities, NGOs, and Regional Training Centers

CGSA will establish partnerships with:

- **Universities and teacher training colleges** to embed digital literacy and social leadership into curricula

- **Regional training centers** to serve as hubs for in-person workshops and certification programs

- **Non-governmental organisations (NGOs)** with experience in community engagement, gender inclusion, and youth empowerment

These partnerships will ensure that training and advocacy efforts are decentralised, inclusive, and responsive to local needs.

Donor and Private Sector Engagement

Through Flowhub, CGSA will engage with:

- **Bilateral and multilateral donors** (e.g., SIDA, Swedfund, AfDB) to secure funding for training programs, fellowships, and digital inclusion campaigns

- **Private sector actors** in telecommunications, media, and education to co-develop content, sponsor events, and expand outreach

- **Philanthropic foundations** aligned with digital equity, education, and leadership development

All partnerships will be governed by clear terms of reference, performance indicators, and shared accountability mechanisms, ensuring that CGSA remains a trusted and effective convener in South Sudan's digital transformation.

5. Implementation Roadmap

The implementation of CGSA's engagement and capacity-building strategy will follow a phased, adaptive approach aligned with the broader digital transformation timeline led by SUDESA and supported by EUSL. Each phase will be structured to ensure early wins, institutional learning, and scalable impact.

Phase 1: Foundation and Mobilisation
- Establish CGSA's national coordination unit within South Sudan
- Formalise partnerships with Microsoft, universities, and regional training centers
- Develop and localise training content, advocacy materials, and digital toolkits
- Launch pilot training programs for civil servants and educators in priority ministries (e.g., Finance, Education)
- Initiate national awareness campaigns on digital inclusion and leadership

Phase 2: Expansion and Integration
- Scale training programs to additional ministries, schools, and youth networks
- Launch the CGSA Digital Fellowship for emerging leaders
- Integrate CGSA certification into national HR and education systems
- Organise regional and international advocacy events to showcase South Sudan's progress
- Expand media engagement and storytelling initiatives

Phase 3: Consolidation and Global Positioning
- Institutionalise CGSA programs within national development frameworks
- Establish South Sudan as a regional hub for digital leadership and advocacy
- Publish impact reports and case studies for global dissemination
- Facilitate South Sudanese participation in global digital governance forums
- Launch cross-border knowledge exchange programs under GSIA

Milestones and Deliverables
- Training of 5,000+ civil servants, educators, and youth within the first three years
- Certification of at least 1,000 individuals through Microsoft and CGSA pathways
- Production of a national digital advocacy toolkit and media campaign
- Hosting of at least two regional or global CGSA-led forums by year five

Resource Requirements
- Core funding for CGSA operations and training delivery
- Technical support from Microsoft and academic partners
- Donor contributions for fellowships, outreach, and infrastructure

- In-kind support from media, telecom, and civil society partners

The roadmap will be reviewed annually and adjusted based on feedback, performance data, and evolving national priorities. CGSA will maintain a public dashboard of progress indicators to ensure transparency and stakeholder engagement.

6. Monitoring and Impact Assessment

To ensure accountability, learning, and continuous improvement, CGSA will implement a structured Monitoring and Impact Assessment framework. This framework will track the effectiveness of communications, training, and advocacy efforts, while also capturing the broader social and institutional changes catalysed by CGSA's engagement.

Key Performance Indicators (KPIs)

CGSA will monitor a set of quantitative and qualitative indicators, including:

- Number of individuals trained and certified (disaggregated by gender, age, and region)

- Reach and engagement of media campaigns (radio, digital, print)

- Participation in CGSA-led events and forums

- Uptake of CGSA training content in national institutions

- Perception shifts among civil servants and youth regarding digital governance and social leadership

These indicators will be reviewed quarterly and reported to EUSL, SUDESA, and relevant donor partners.

Feedback and Learning Loops

CGSA will establish mechanisms for continuous feedback from:

- Training participants (via surveys and focus groups)

- Partner institutions (through coordination meetings and joint reviews)

- Media and civil society actors (via listening sessions and public consultations)

This feedback will inform the adaptation of training content, communication strategies, and partnership models, ensuring that CGSA remains responsive to evolving needs and realities.

Reporting and Storytelling

CGSA will produce:

- **Annual Impact Reports** summarising progress, challenges, and lessons learned

- **Case studies and human-interest stories** to illustrate the lived impact of digital transformation

- **Multimedia content** (videos, podcasts, infographics) for dissemination through local and global platforms

These outputs will serve both accountability and advocacy purposes, helping to position South Sudan as a leader in inclusive digital development and ethical public sector innovation.

Final Word

The Council for Global Social Advocacy (CGSA) stands at the intersection of leadership, education, and digital transformation. Through this strategy, CGSA affirms its commitment to supporting South Sudan's digital journey not only as a technical transition, but as a profound opportunity to reshape governance, empower communities, and cultivate a new generation of ethical, digitally fluent leaders.

This engagement strategy outlines a clear and actionable framework for how CGSA will contribute to this transformation—through strategic communications that elevate South Sudan's story globally, through capacity-building programs that equip civil servants, educators, and youth with critical skills, and through partnerships that mobilise global expertise and resources under the Flowhub PPP framework.

By integrating Microsoft's global training platforms with CGSA's unique educational philosophy—including the "Charity as a Business" model—this strategy ensures that digitalisation is not only inclusive and sustainable, but also values-driven. It positions South Sudan as a case study in how post-conflict nations can lead with vision, integrity, and innovation.

CGSA's work will be guided by measurable outcomes, continuous feedback, and a commitment to transparency. It will be rooted in the principles of Agenda for Social Equity 2074 and aligned with the broader institutional ecosystem led by EUSL, SUDESA, and GSIA.

In closing, this strategy is not merely a plan—it is a declaration of intent. It signals that South Sudan's digital future will be built not only with infrastructure, but with people. And it affirms CGSA's role as a catalyst for that future: educating, advocating, and leading for a more just, connected, and equitable world.