



Tom Wein

I am a consultant and researcher focused on power, governance and dignity. Over the past 10 years, I have managed programmes and teams to prevent violence and advance social justice. I hold a master's degree in communication for development.

EMPLOYMENT

Raising Voices, January 2019-March 2020. Uganda. (Role interrupted by coronavirus).

Violence Against Children Prevention Coordinator: From September 2019, led department of 7, with budget of \$570,000. Created plan for systems change at scale, in partnership with the Ugandan Ministry of Education. Oversaw nationwide media campaign. Redesigned approach to evidence-based local activism, and created new system for nationwide technical assistance to schools. Launched the Violence Prevention Learning Centre, and relaunched Raising Voices' Peer Learning Network. Oversaw revisions of the Good Schools Toolkit for secondary schools and mental health. Revamped learning agenda, with new M&E system, and 14 research partnerships.

Global influencing consultant: From January 2019, created and executed Raising Voices' new global influencing strategy, rooted in a new review of the evidence. Convened a new alliance of Global South practitioners to end violence against children in schools. During this period, I also provided consultancy to other partners, including Namati (on land rights), Peripheral Vision International (on edutainment), Mathare Social Justice Centre, Wasafiri Consulting, and the Busara Center.

The Dignity Project, November 2018-Present. Kenya & Uganda.

Founder of The Dignity Project, a campaign for more respectful development. Articulated a new approach for international development, rooted in evidence from 5 original research projects – with more to come. Created advocacy materials, and new ways to measure respectfulness. For more, see dignityproject.net

Busara Center for Behavioral Economics, June 2016-July 2018. Kenya.

As senior research associate, I spent two years building the fast growing Busara Center, leading a \$1.7m portfolio of research into the psychology of messaging in activism and governance. I managed and mentored teams of up to 10 direct reports, led the expansion of Busara to Ethiopia and Uganda, and developed organizational policies. I won \$1.5m in new funding for the Center, building the 'governance' portfolio from 2 projects to 12. I crafted and led a research agenda on political engagement in Uganda included six new studies on effective activism, community meetings and civil society networks, and mentored 3 small Ugandan civil society organisations in using evidence and data. I designed & planned a collaboration with Twaweza, examining moral foundations research for more effective advocacy communications across Tanzania, Kenya and Uganda.

Other projects I led at Busara focused on an edutainment radio soap opera in Somalia (EU), taxpayer behaviors in Somaliland (DFID), building a 5000-person last-mile Community Ambassador system in Ethiopia (Gates), and studying lending practices (CGAP).

Earlier roles, April 2012-May 2016. London & Brussels.

- **Founding partner, AWARE International, June 2015-May 2016.** Founded a research consultancy. Won projects on projects ethnic exclusion in Latvia, socio-economic progress in Afghanistan and UNICEF health behavior change in Tanzania.
- **Co-founder and head of programmes, Centre for Applied Intelligence, October 2014-May 2015.** Launched a think tank developing social messaging. Recruited and managed team, organised events, hosted podcast, wrote articles and directed research outputs. Advised Quilliam Foundation on counter-extremism; advised Democratic Society on youth political engagement.
- **Project Leader, Strategic Communication Laboratories, July 2009-July 2014.** Led 5 major UK and US government studies using social psychology and field research to build peace and devise strategy amid crisis. Promoted directly to Project Leader after 4 months (the youngest in the firm).
- **Media & Communication Consultant, European Defence Agency, April-September 2012.** Rebuilt Agency website. Wrote speeches, press releases, 'lines to take' and numerous articles. Provided media training to Agency staff.

EDUCATION

- **Malmö University, Communication for Development, Masters:** Awarded 'A'. Thesis on narratives of security in development was described as "pioneer work" and an "excellent piece of innovative exploration." 2015-2018.
- **King's College London, War Studies, BA (Hons):** Awarded 1st Class honours. Extended project in the 2nd year termed "authoritative", demonstrating "extensive originality in analysis."

SELECTED PUBLICATIONS

- Primed to Engage: Testing Self-Efficacy Primes to Increase Civic Engagement in Uganda (working paper available)
- How Western scholars can support their African colleagues (in progress)
- Bringing Behavioral Science to "Edutainment", Behavioral Scientist, Sept 2018.
- What does 'Dignity' add to our understanding of development? From Poverty to Power, Feb 2018.
- Three steps forward – a research agenda for behavioral change, InDecision, Feb 2016.
- Behavior Change is Political Change – and other articles, BehavioralEconomics.com, June-Aug, 2015.
- Behavioral Insights in International Development, Stirling Behavioral Science Blog, June 2015.