



Tom Wein

I am a consultant and researcher focused on power, governance and dignity. Over the past 13 years, I have managed programmes and teams to prevent violence and advance social justice. I hold a master's degree in Communication for Development.

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EMPLOYMENT

IDinsight, January 2022-Present. Kenya.

Director furthering the dignity agenda through a portfolio of client projects and internal work.

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

Founder of The Dignity Project, a campaign for more respectful international development. Innovated and tested new ways to measure and show respectfulness, rooted in evidence from 12 original research projects – with much more to come. All in the service of a morally urgent and neglected concept in international development. Two books in progress, and several working papers published. Created advocacy materials, and launched the Dignity Collective, a new network. Formed partnerships for research and communication, raised funds and built the website. For more, see dignityproject.net

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

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 Peer Learning Network. Oversaw revisions of the flagship Good Schools Toolkit, making it appropriate for secondary schools and mental health. Revamped learning agenda, with new M&E system, and 14 research partnerships, covering for the then-vacant role of Learning Coordinator.

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 research consultancy to other partners, including Namati (on land rights), Peripheral Vision International (on edutainment MEL), Mathare Social Justice Centre, and Wasafiri Consulting (edutainment MEL).

Busara Center, June 2016-July 2018; March 2021-December 2021. Kenya.

Consultant, Research & Innovation: Most recently, drafted a new three year research agenda in ethics, cross cultural research and research methods, and trained a team to administer it. Set a new fundraising strategy for the Busara Research & Innovation division, and supported hiring and fundraising. Also conducted a full competition analysis and horizon scan to inform the new organisational strategy. Led new research on participant feedback.

Senior Research Associate: 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, with new research, and mentored 3 small Ugandan civil society organisations in using evidence and data. I designed, planned and secured funding for a collaboration with Twaweza. Other projects I led focused on MEL for an edutainment soap opera in Somalia (EU), taxpayer behaviors in Somaliland (DFID), building a 5000-person last-mile sales system in Ethiopia (Gates), and borrowing (CGAP).

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

Founding partner, AWARE International, June 2015-May 2016. Founded a research consultancy. Won projects researching ethnic exclusion in Latvia, MEL on 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". 2015-2018.
- **King's College London, War Studies, BA (Hons):** Awarded 1st Class honours.

SELECTED PAPERS

- Wein, T., Lanthorn, H., & Fischer, T. (2022) First steps toward building respectful development requires overcoming misalignments: three experiments on dignity in aid in Kenya and the United States. The Dignity Project (working paper). DOI 10.17605/OSF.IO/RCWV2
- Wein, T. 2022, Dignity and development: a review of the literature on its application, definition and measurement. The Dignity Project. (working paper). DOI 10.17605/OSF.IO/8AVWY
- Tang, C., Owsley, N., & Wein, T. (2021) Generalizing with equity: the Busara research agenda on contextualisation and cross-cultural measurement in the Global South, Busara Blue Paper No.3. <https://doi.org/10.31222/osf.io/4vpsz>
- Mumo, J., Owsley, N., & Wein, T. (2021) Participant voice first: the Busara research agenda on ethical research in the Global South, Busara Blue Paper No.4. <https://doi.org/10.31222/osf.io/kvf3a>
- Mughogho, W., Owsley, N., & Wein, T. (2021) Replicable quality across every channel: the Busara research agenda on methods in the Global South, Busara Blue Paper No.5. <https://doi.org/10.31222/osf.io/2hn6v>
- Wein, T. 2020, A research agenda for dignity in international development. The Dignity Project. (working paper). DOI 10.17605/OSF.IO/C9PA7
- Wein et al, 2020, Primed, but not engaged: the poor performance of self-efficacy primes in promoting civic engagement, in a laboratory experiment in Uganda (working paper). <https://doi.org/10.31730/osf.io/9yj8c>