

Gaaba Lakel Maria

COMMUNICATIONS STRATEGIST | SOCIAL STORYTELLER | ADVOCACY LEADER

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Portfolio

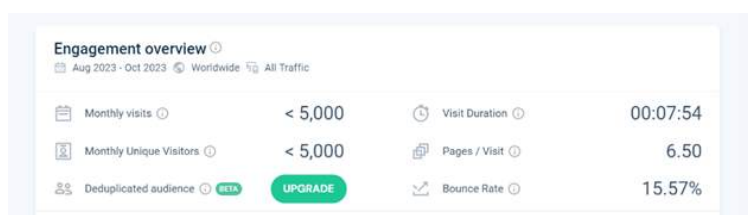
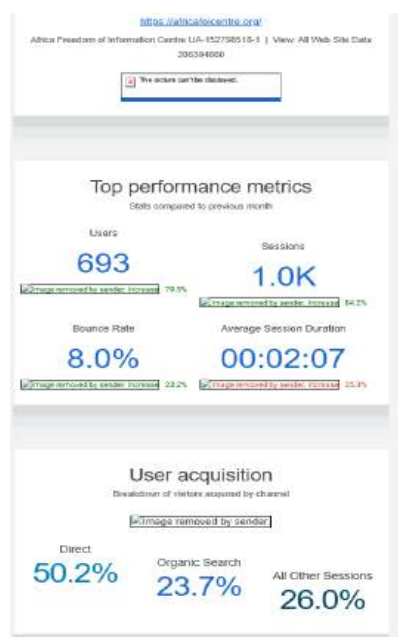
Strategic Communications Campaigns

Campaign one: Increasing digital visibility campaign for community building and brand visibility

When I joined my current employer, the Africa Freedom of Information Centre, I discovered a digital visibility challenge through a digital brand audit. I led a digital transformation that turned limited visibility into sustained growth, as demonstrated below.

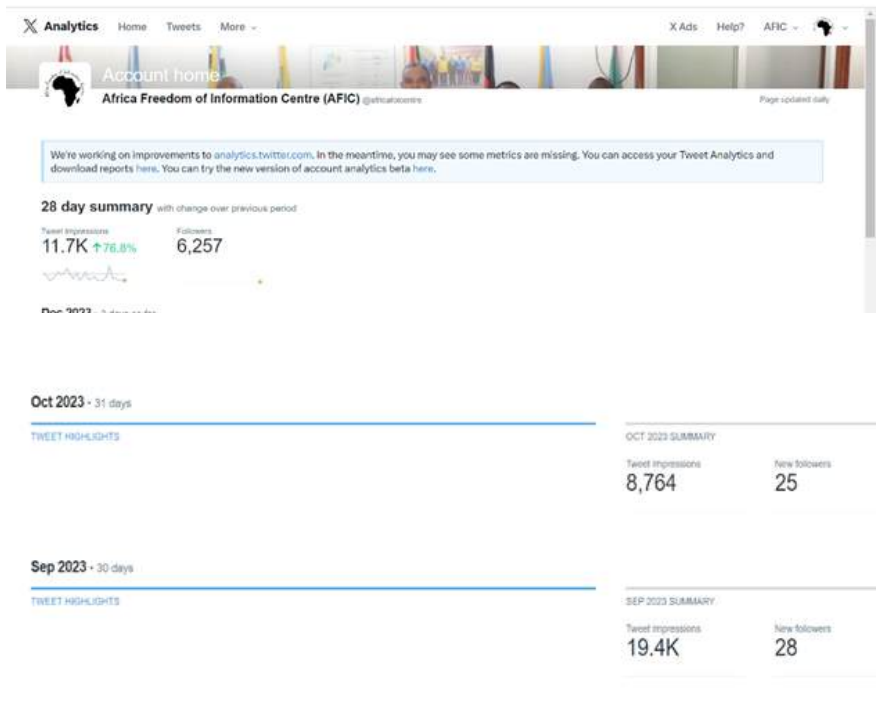
Website

www.africafoicentre.org



X Growth

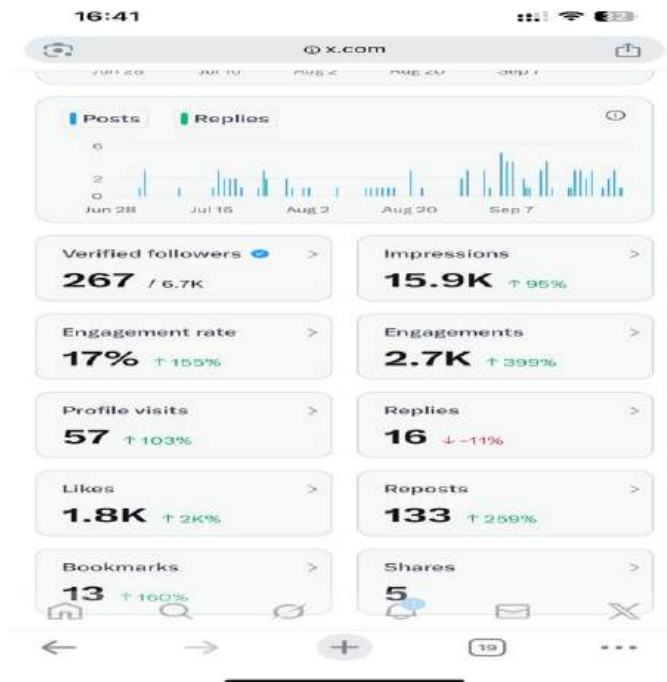
2023



2024

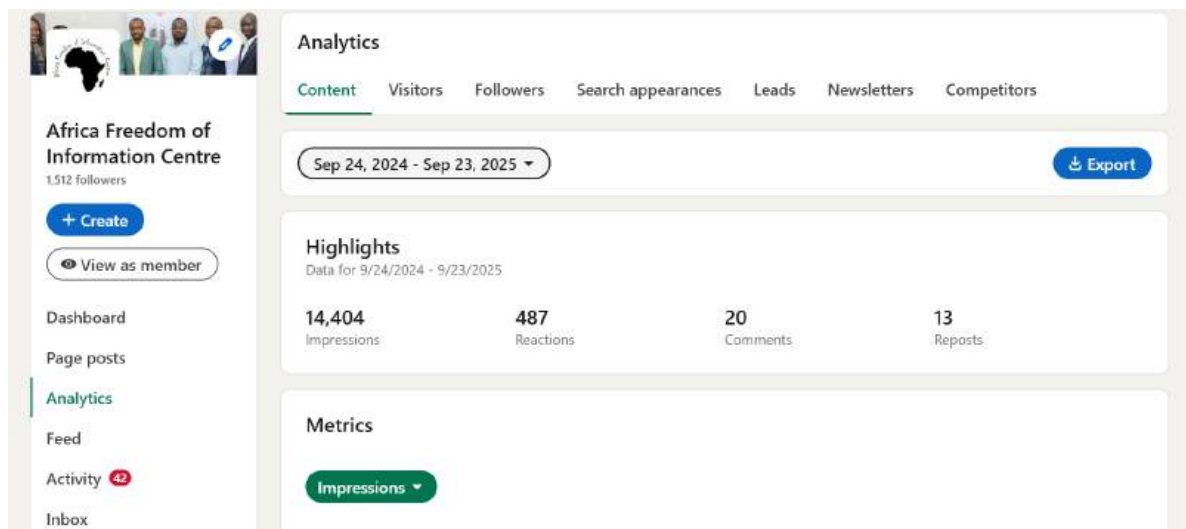


2025



Linked in 2024/2025

[Africa Freedom of Information Centre: Overview | LinkedIn](#)



Content creation for engagement

X platform

<https://x.com/africafoicentre/status/1963523907207536987>

<https://x.com/africafoicentre/status/1950215662355243023>

<https://x.com/africafoicentre/status/1694286361354703020>

LinkedIn

<https://www.linkedin.com/company/28941286/africafreedomofinformationcentre>

Facebook

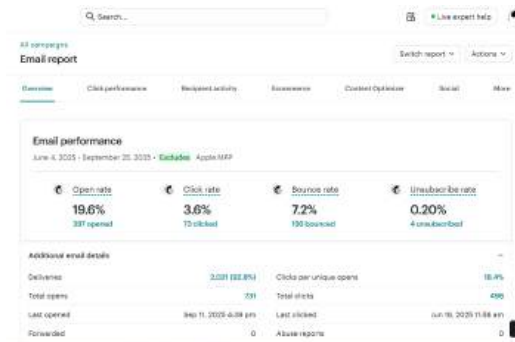
[#Public... - Africa Freedom of Information Centre | Facebook](#)

Website

www.africafoicentre.org

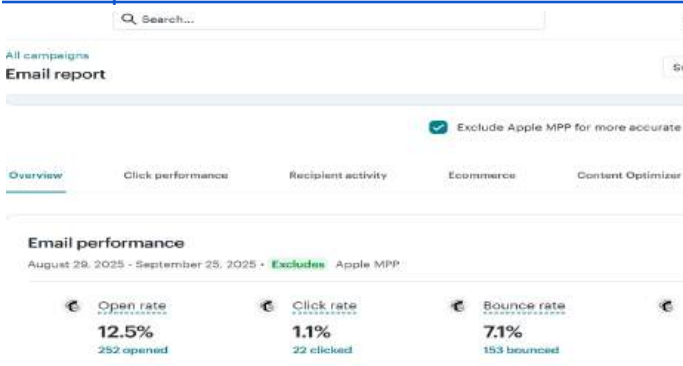
Newsletters

[Journalists & Police in Dialogue — AFIC May Highlights](#)



August

[Youths Speak out on access to information: AFIC Newsletter; July & August Edition](#)



Livestream coverage

[IDEI 2024](#)

IDUAI 2024

<https://www.youtube.com/watch?v=psuEDVnhjRc>

OGP

[AFIC OGP session: Gender, Inclusion, Anticorruption](#)

[Campaign three: Inclusion of women-led businesses in Public Procurement across five countries: Kenya, Uganda, Rwanda, Tanzania, Ethiopia](#)

Policy briefs

[Policy Brief: Women Yet to Benefit from Preferential Procurement Scheme in Tanzania](#)

[Policy Brief: Bridging the Gap Between Policy and Practice in Uganda](#)

[Policy Brief: Increasing Women's Participation in Public Procurement in Rwanda](#)

[Policy Brief: Tackling Barriers to Women's Participation in Public Procurement in Ethiopia](#)

Story of change booklet

<https://www.africafoicentre.org/wpdmpro/inclusion-of-women-in-public-procurement-stories-of-change/?wpdmdl=28383&refresh=68c00ca1ba11e1757416609>

Project outcome Videos

1. [Fostering gender-responsive public procurement across East Africa](#)
2. [Towards Equality: Including women-led businesses in public procurement in Kenya](#)
3. [Driving Equality: Gender-Responsive Public Procurement in Tanzania](#)
4. [Driving Equality: Uganda's Path to Inclusive Public Procurement for Women-Led Businesses](#)
5. [Fostering gender-responsive public procurement in Ethiopia](#)
6. [Step-by-Step guide to participating in public procurement](#)

Blogs written

1. [Ministry of Gender, Labour and Social Development partners with AFIC for Gender responsive Public Procurement](#)
2. [WOBs trained on bidding process for public procurement in Uganda](#)
3. [Stakeholders discuss ways to include WOBs in Uganda's Public Procurement](#)
4. [WOBs motivated to participate in public procurement](#)
5. [AFIC welcomes PPDA's proposal to reserve 15% for special interest groups](#)
6. [PPDA solicits input into the draft guidelines for reservation scheme](#)
7. [Women's Participation in Public Procurement in Uganda: Bridging the Gap Between Policy and Practice](#)

Photography

1. [Interview photos](#)
2. [Stakeholder consultative meeting photos - Google Drive](#)

Infographics

<https://www.africafoicentre.org/wpdmpro/fostering-gender-responsive-public-procurement-understanding-the-barriers-solutions-to-include-women-led-businesses-in-east-africa/>

Q&A Interviews

[Brenda Nakalema: How Public Procurement changed Her Business](#)

[Scrubbing the System: Niyizana Juliet's Journey from Clinical Officer to Uganda's Public Procurement](#)

Campaign four: Enhancing Access to Information in Africa Campaign

Blogs

[Sponsored Online Access To Information Course for Government/Public Officials](#)

[Access to Information: Understanding Your Right to Public Information](#)

[Access to Information in Uganda: Prospects and Hurdles](#)

[How can governments ensure active disclosure of public information during elections?](#)

Videos

[Enhancing Value for Money in Social Services through Open Contracting and Access to Information](#)

[Promoting Access to Information in Elections in Africa](#)

Graphic Designs

<https://www.africafoicentre.org/wpdmpro/annual-report-2024/>

https://drive.google.com/drive/folders/1iTLI695AUB8G8Z1uG1Wmle24wfMA7MAY?usp=drive_link

Press Statements

1. [Press statement: Join the campaign for urgent adoption of Information law in Senegal](#)
2. [Press statement: IDUAI 2024](#)
3. [AFIC: Observer Status Ref. Number 434 Statement in Support of the Special Mandate on Freedom of Expression](#)
4. [AFIC briefs the media ahead of International Day for Universal Access to Information](#)

Media coverage

Peak FM

<https://x.com/Peakfm906/status/1952654227727106398>

https://youtu.be/A_VcQJiZv3Y?si=LAvZa6XTBB9Uw50w

URN

<https://ugandaradionetwork.com/s/afic-executive-director-urges-public-to-use-access-to-information-act/>

New Vision

<https://x.com/newvisionwire/status/1945517986745352435>

Events Organised

1. [International Day to End Impunity Against Journalists \(IDEI2024\)](#)
2. [International Day for Universal Access to Information \(IDUAI\) 2024](#)
3. [International Day for Universal Access to Information \(IDUAI\) 2023](#)
4. [Data is Power, But Who Controls It? —Data Governance](#)

Campaign three: Artificial Intelligence and safety of Journalists

Policy Brief: Journalism and AI in Uganda

[Policy Brief: Journalism and AI in Uganda—Africa Freedom of Information Centre](#)

Media coverage

The Independence

<https://www.independent.co.ug/bots-bias-and-ballots/>

Mama FM

<https://www.radiocomnetu.org/mamafm/2025/07/28/4043/>

Daily monitor



New vision



Kampala Set to Host Multi-Stakeholder Dialogue on Crimes Against Journalists.

<https://www.africafoicentre.org/kampala-set-to-host-multi-stakeholder-dialogue-on-crimes-against-journalists/>

Videos

<https://www.youtube.com/watch?v=O5fAdAP8Lb8>

<https://www.youtube.com/watch?v=fAzjr7SdEVE>

<https://www.youtube.com/watch?v=FP9qmKFSIxY>
<https://www.youtube.com/watch?v=6WT7ImLAocY>

Social media

<https://x.com/africafoicentre/status/1950215662355243023>
<https://x.com/africafoicentre/status/1951156833395019809>

OTHERS

Southworld magazine: The Ankole cultural spots.

<https://www.southworld.net/the-ankole-cultural-spots/>
Shed (August 2024 to January 2025)

X Platform

[Leadership, Peace and Development \(@UgShed\) / X](#)

Ava Residency

Instagram

<https://www.instagram.com/avaresidency/>

Kad Initiative

[14\) Kad Initiative Uganda | LinkedIn](#)