



THE AFRICAN OMBUDSMAN RESEARCH CENTRE (AORC)
A RESEARCH AND TRAINING ARM OF
THE AFRICAN OMBUDSMAN AND MEDIATORS ASSOCIATION (AOMA)
IN COLLABORATION
WITH THE INTERNATIONAL OMBUDSMAN INSTITUTE (IOI)

- **Cordially invite you to a webinar** -

Enhancing Citizen Engagement: Encouraging Greater Utilization of Ombudsman Services by Citizens

Ombudsman institutions play a critical role in promoting accountability, protecting rights, and strengthening good governance. Yet, in many regions, public awareness of these services remains limited, particularly among marginalized and underserved communities.

This webinar will explore practical strategies to improve visibility, trust, and access to Ombudsman services. Drawing on the IOI Best Practice Paper: Connecting with Communities – Outreach Practices from Ombudsman Around the World, launched at the 2024 IOI World Conference, the session will highlight outreach initiatives that have proven effective in increasing public engagement.

Participants will hear from the team behind the Netherlands' contribution to the IOI paper, alongside other international insights, to understand how targeted outreach, direct community contact, and adaptive communication methods can help Ombudsman institutions reach those whose voices are often left unheard.

Webinar Goal: To examine how Ombudsman institutions can strengthen their connection with the public, particularly vulnerable and underrepresented groups, through effective outreach, education, and communication strategies. The session will provide real-world examples of how enhanced engagement fosters trust, expands access, and increases the impact of Ombudsman services.

PLEASE CLICK ON THE RSVP LINK IF YOU WISH TO JOIN THE WEBINAR

DATE

TUESDAY, 03 JUNE 2025

TIME

10H00 – 11H30 AM SA (GMT + 2)

SPEAKERS

- Ms. AYEH ZARRINKHAMEH - SENIOR RESEARCHER AT THE NATIONAL OMBUDSMAN OF THE NETHERLANDS
AND THE NETHERLANDS' OMBUDSMAN FOR CHILDREN

- Ms. BO BEKE - RESEARCHER AT THE NATIONAL OMBUDSMAN OF THE NETHERLANDS

&

- Mr. STEPHAN SJOUKE - HEAD INTERNATIONAL AFFAIRS AT THE NATIONAL OMBUDSMAN OF THE
NETHERLANDS

FACILITATOR

HON. CHARLES ORINDA

CHAIRPERSON OF THE COMMISSION ON ADMINISTRATIVE JUSTICE
KENYA

[CLICK HERE TO RSVP](#)

Please note that there will be no live question and answers due to time constraints. Participants may however submit relevant questions to Franky Lwelela (FrankyAorc@pprotect.org) or Marion Adonis (MarionAorc@pprotect.org) by 10:00 on Monday, 02 June 2025 or use the Q & A function during the webinar. Time has been allocated for a response to questions raised before and during the session. If there is insufficient time to respond to all, the questions and answers will be posted on our website www.aoma.ukzn.ac.za.

ENQUIRIES ONLY

Marion Adonis

Email : MarionAORC@pprotect.org

OR

Franky Lwelela

Email : FrankyAORC@pprotect.org

SPEAKER & FACILITATOR PROFILES



Ms. Ayeh Zarrinkhameh (1980) is a Senior Researcher at the National Ombudsman of the Netherlands and the Netherlands' Ombudsman for Children. She holds a Master's degree in Cultural Anthropology and the Sociology of Non-Western Societies from Leiden University, with a primary focus on the Middle East. Currently, Ayeh works within the research department and is involved in several key projects, including complaint handling in residential youth care, children of military personnel and veterans, reaching groups and communities in vulnerable positions in the Netherlands, the follow-up of the IOI best practice paper on outreach, and leading the provincial ombudstours across the Netherlands. Ayeh is one of the co-authors of the IOI best practice paper on outreach, developed with input from seventeen ombuds institutions. The practices on outreach shared by colleagues around the world have inspired Ayeh to focus more intensively on this subject and to contribute to the implementation of outreach methods and activities within the National Ombudsman of the Netherlands.

Ms. Bo Beke (1992) is a Researcher at the National Ombudsman of the Netherlands. Bo holds a degree in Social Psychology and a Master's in Conflict Resolution and Governance from the University of Amsterdam. Bo is involved in several research projects, primarily focused on poverty and debt in both the European and Caribbean parts of the Netherlands. Bo works with the goal of supporting learning within government institutions and improving services that guide and empower citizens. Bo co-authored the IOI Best Practice Paper on Outreach, which was developed with input from several ombuds institutions. The paper shares diverse practices and insights aimed at inspiring and informing readers working in the field.



Mr. Stephan Sjouke (1966) is the Head of International Affairs at the National Ombudsman of the Netherlands. Stephan obtained a law degree in 1993 from Leiden University and earned a PhD in 1999 from the University of Rotterdam, focusing on the return of cultural property. Stephan has developed the international policy within the National Ombudsman, with a focus on sharing knowledge and expertise with others and learning from fellow institutions. Stephan is responsible for all international contacts and has served as project leader for various international cooperation initiatives. These include partnerships with the Ombudsman institutions of the Czech Republic, the Médiateur du Royaume of Morocco, and the Ombudsman of Indonesia.

Hon. Charles Dulo holds a Master of Laws (LLM) degree from the University of Nairobi, a Postgraduate Diploma from the Kenya School of Law, and a Bachelor of Laws (LLB) degree from the University of Nairobi. These academic qualifications reflect a solid foundation in legal principles. As Chairperson of the Office of the Ombudsman in Kenya since December 2024, Hon. Dulo has been instrumental in driving transformative reforms and revitalising the role of the Ombudsman as a protector of public rights. Guided by a vision that places citizens at the centre of governance, Hon. Dulo has spearheaded high-impact audits and inquiries that have challenged systemic inertia and enforced accountability at the highest levels of government. Under Hon. Dulo's leadership, the Commission has intensified its outreach programmes, particularly to counties, bringing Ombudsman services closer to communities. Hon. Dulo's tenure has seen renewed efforts to build trust and encourage greater utilisation of the Ombudsman's office as a vital link between the public and government institutions. A true champion of collaboration and knowledge sharing—a dedication Hon. Dulo honed through experience as an advocate and lecturer—Hon. Dulo draws on a deep understanding of diverse governance contexts to cultivate public service that is open, responsive, and readily utilised by citizens seeking justice through the Ombudsman.

