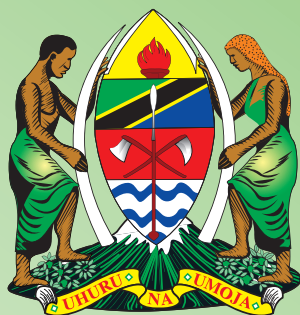


THE UNITED REPUBLIC OF TANZANIA



**MINISTRY OF WATER
LAKE VICTORIA BASIN WATER BOARD**



**COMMUNICATION STRATEGY:
2017/18 – 2020/21**

Prepared by:
Lake Victoria Basin Water Board

July, 2018

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ABBREVIATION & ACRONYMS

LVBWB	Lake Victoria Basin Water Board
LGAs	Local Government Authorities
NGOs	Non-Government Organizations
CSOs	Civil Society Organizations
BMUs	Beach Management Units
ZIU	Zonal Irrigation Unit
WUAs	Water Users Associations
UWSAs	Urban Water Supply Authorities
WDCs	Ward Development Committees
NEMC	National Environmental Management Council
LVEMP	Lake Victoria Environmental Management Project
DAS	District Administrative Secretary
RAS	Regional Administrative Council
DWEs	District Water Engineers
WWF	World Wildlife Fund
RCC	Regional Consultative Council
DCC	District Consultative Council
MoW	Ministry of Water
NELSAP	Nile Equatorial Lakes Subsidiary Action Program
SWOC	Strengths, Weaknesses, Opportunities and Challenges
IWRM	Integrated Water Resources Management
NAWAPO	National Water Policy
MoU	Memorandum of Understanding
WRM	Water Resources Management
GIZ	Germany Internationale Zusammenarbeit
LVBC	Lake Victoria Basin Commission
WSDP	Water Sector Development Program

ACKNOWLEDGEMENT.

This is the second phase of the implementation of the Communication Strategy and the first phase was implemented for the year 2016 up to June 2018.

EXECUTIVE SUMMARY

This communication strategy is intended to guide, promote stakeholder involvement, consultation and education as a means to maximize their participation in decision making, planning and implementation of Integrated Water Resources Management and Development Plans (WRMDP). It has three main chapters with several types of contents.

The first chapter explains about the introduction of the Lake Victoria Basin Water Board, Rationale of the communication strategy, Mission, Vision and Core values of the LVBWB. This part provide the clear picture of what the LVBWB want to achieve by explaining the Mission and Vision of the Basin. And therefore, the whole activities in this strategy are aiming in achieving the Basin goal.

The second chapter is about Internal and External communication flow system of the Basin. The internal flow of communication is represented by the organogram that provide the communication channel system inside the LVBWB while the External Communication Channel is also explained is being explained within the chapter.

The last chapter is the Action plan of this Strategy, whereby there are communication objectives, target audiences, key messages, and communication channels but also it describes a plan/budget and how to measure the results. The total Amount for the implementation of this strategy is Tanzanian shillings 142,000,000.

CHAPTER ONE

1.0 INTRODUCTION

1.1 Background Information

Lake Victoria Basin Water Board was established in 2000 in accordance with the Water Utilization (Control and Regulation) Act No. 42 of 1974 and its amendments. Lake Victoria Basin is a transboundary Basin shared by Tanzania, Kenya, Uganda, Rwanda and Burundi. This is because of its three shared water sources which are Lake Victoria itself, Mara and Kagera rivers. The Basin covers 115400 Square Kilometers and has conducive climate for agriculture and large water bodies to support irrigation, transportation, hydropower production, mining and fishing activities. The Basin is endowed by the largest freshwater lake in Africa and the second largest in the world. The total area covered by the Lake Victoria is 68,870 km² and 51% of it lies in Tanzania. The total population of the Basin is 11 million people as indicated in the 2012 population census and annual growth rate of 2.7%. The major roles of the LVBWB among others as stipulated in WRM Act No. 11 of 2009 are water allocation and pollution control, issuing of water use and discharge permits, billing and collection of water use fees and engagement of communities on water resources management.

This Communication Strategy which is the second version (2018/2019 to 2020/2011) is the continuation of the implementation of the first version (2016/2017 to 2017/2018) which addressed the implementation of the planned activities in order to achieve the communication Strategy Objectives of the LVBWB.

1.2 Rationale of the Communication Strategy

This Strategy is an important tool for addressing the number of challenges that are facing the Water Resources within the Basin and therefore solution is obtained through proper communication with our stakeholders/target audience.

1.3 Mission, Vision and core values of LVBWB

1.3.1 Mission

To promote integrated water resources management in order to meet the Basin socio-economic and environmental needs

1.3.2 Vision

Sustainable water resources for people and environment of the Basin

1.3.3 Core values of LVBWB

- Transparency
- Integrity
- Team spirit
- Results Oriented
- Equity
- Customer Focus

1.3.4 Motto

Ziwa Letu|Uchumi Wetu|Tulitunze

1.3.5 OBJECTIVES OF THE COMMUNICATION STRATEGY

Lake Victoria Basin Water Board has five (5) main communication objectives which are:

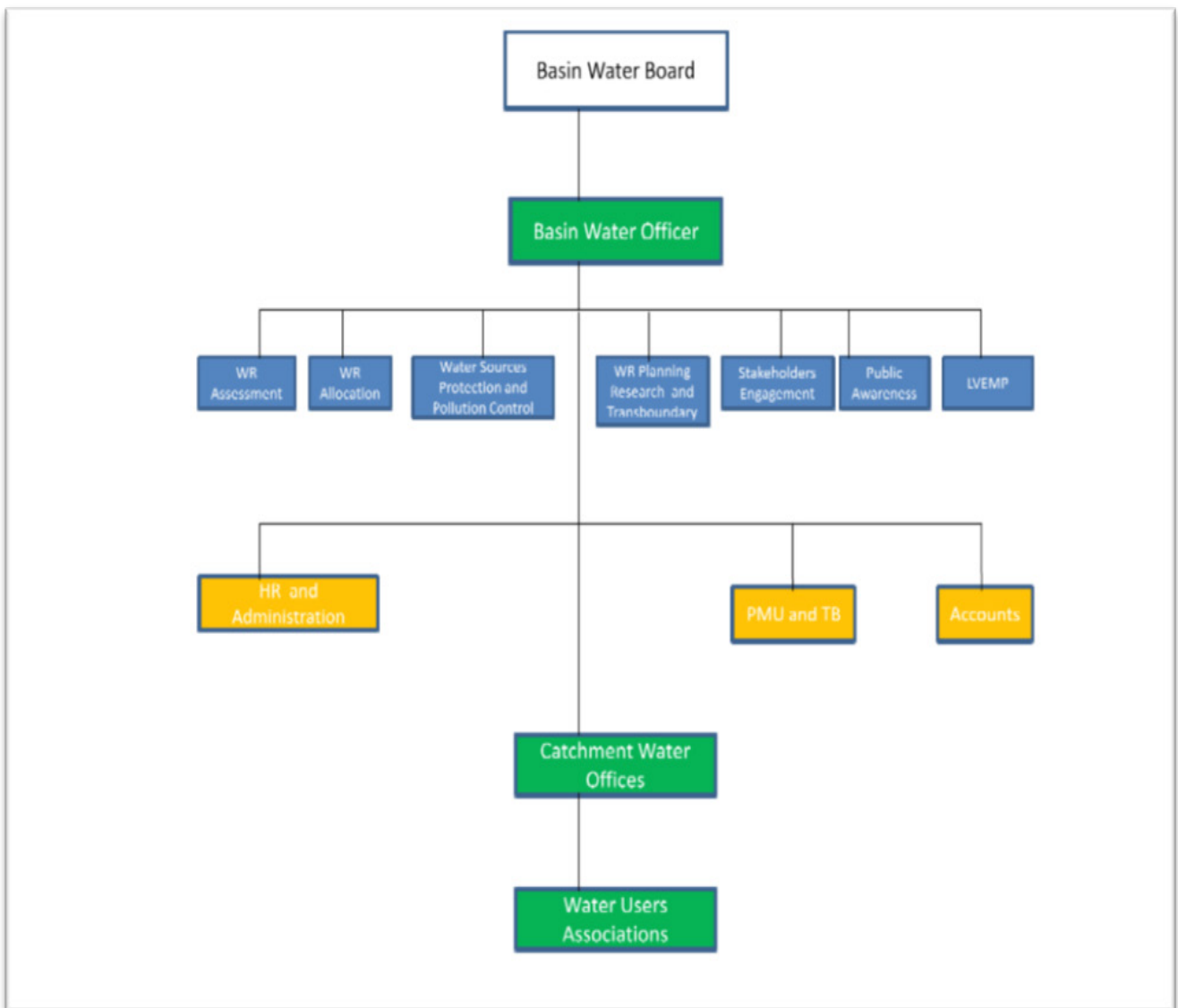
- (i) Improve the visibility of the LVBWB's works.
- (ii) Ensuring proper water allocation and enforcement of water use permits.
- (iii) Reduce pollution of water due to human activities.
- (iv) To avoid vandalism of monitoring station equipment.
- (v) To develop adaptation mechanism on climate change effects.

CHAPTER TWO

2.0 INTERNAL & EXTERNAL COMMUNICATION FLOW

2.1 Internal Communication

Below is the Organogram that shows the communication channels/system within the basin.



2.2 External Communication Flow

External communication refers to all activities organized by the institution in order to inform stakeholders about its undertakings and their roles through media, public awareness meetings, website, social media and other communication tools/channels. LVBWB have the External communication system which is used to mobilize, inspire and engage all relevant stakeholders for effective implementation of organization activities within the Basin.

2.3 Communication Policy

LVBWB has developed a communication policy as a guiding tool for all its communications. The broad aim of this policy is to ensure a smooth and proper flow of information both within and outside the organization and in conformity with the laws of the country. **(The Communication Policy is attached).**

2.4 Communication Strategy Monitoring and Evaluation

Monitoring and Evaluation of this strategy is done by Lake Victoria Basin Water Board staff as well as the Ministry of Water staff.

3.0 CHAPTER THREE

3.1 COMMUNICATION STRATEGY ACTION PLAN

This action plan is presented below in table II up to table VI and it has taken into consideration both main and specific objectives. Each objective corresponds with the identified target audiences (primary and secondary), communication strategies, key messages to respective audiences and implementation measures

Table 1: Objective 1

Objective I: Improve the visibility of the LVBWB's works.															
Specific Objectives:															
<ul style="list-style-type: none"> To impart 65% of media professionals with knowledge in LVBWB mandate by 2020 To increase the knowledge of 300 politicians on LVBWB mandate by 2020 															
Target Audiences															
Primary Audiences:					Secondary Audiences:										
<ul style="list-style-type: none"> Media Politicians RAS / DAS 					<ul style="list-style-type: none"> WUAs NGOs Religious leaders 										
Strategy:															
Increase the knowledge of various stakeholders including politicians and professional media through information sharing on the Basin's mandate.															
Key messages.															
<ul style="list-style-type: none"> <i>For efficient water use, consult LVBWB during planning of water related development projects.</i> <i>Water resources management is under the mandate of the LVBWB, not the UWSA's.</i> <i>Consult LVBWB as a mandatory institution for granting water use permits and resolution of water related conflicts.</i> <i>The practice of LGAs to share information with LVBWB on all water related projects will ensure proper management of water resources in the Basin.</i> 															
Implementation Measures															
Measure	Indicator	Evaluated by	Costs in TSH	Timeline											
				2018/2019				2019/2020							
				1	2	3	4	1	2	3	4				
To conduct two workshops to media professionals in	Workshop attendances, invitation letters.	Workshop reports	15,000,000												

Bukoba and Mwanza.											
To produce and disseminate 1000 pieces of LVBWB profiles and journalism tool kit	Number of journalists received LVBWB profiles and toolkit	Dissemination reports	3,000,000								
To disseminate LVBWB informations to 60 journalists through mails and sms services	Number of mails and sms sent to journalists	Mails and sms delivered reports	500,000								
To organize 2 press conferences for journalist, one in MWANZA and one in MARA	2 Conference attendances	Conference reports	3,000,000								
To conduct two workshops to politicians on LVBWB mandate	Workshops attendance	Workshop reports.	20,000,000								
To attend 10 District councillor and 20 WDC meetings and make presentations on the Basin mandate	Number of WDCs meetings attended	Meeting reports	10,000,000								
To organize one study trips for 10 District council chairpersons.	Number of study trips convened.	Trip reports	7,500,000								
Link to the Lake Victoria BWB Objectives and Capacity Development											

Table 2: Objective 2

Objective II: Ensuring proper water allocation and enforcement of water use permits.	
<p>Specific Objectives:</p> <ul style="list-style-type: none"> • To educate water users on water allocation planning, including the objectives, monitoring of the available water resources, the importance of water permitting, and compliance of the reserve • To increase the number of water users with permits by 50% in Mara region by June 2019 • To ensure all 400 registered water users in the Basin comply with the water permits by June 2020 	
Target Audiences	
<p>Primary Audiences:</p> <ul style="list-style-type: none"> • District Water Engineers (DWEs) • Zonal Irrigation Unit (ZIU) • Beach Management Units (BMU) • Water Users Associations (WUAs) 	<p>Secondary Audiences:</p> <ul style="list-style-type: none"> • Urban Water Supply (UWASA) • Resident Mines Office • Drilling companies • Industries • Water users
Strategy:	
<p>Provide education on water allocation planning to water users through outreach materials and group trainings.</p> <p>Key Messages</p> <ul style="list-style-type: none"> • <i>Educate water users on the objectives of water allocation planning:</i> <ul style="list-style-type: none"> ○ <i>Equity</i> ○ <i>Environmental protection</i> ○ <i>Development priorities</i> ○ <i>Balancing supply and demand</i> ○ <i>Promoting efficient use</i> ○ <i>Water Balance = Available water – (reserve + international obligations + water allocations)</i> • <i>Explain the structure of water allocation planning and how it fits into national water</i> 	

laws and regulations

- *Stress the importance of monitoring water availability (link with Objective 3) and compliance with water permits to ensure equitable water use*
- *Describe the importance of the reserve by making connections between flow in the river and ecological processes that are important for local communities*

Identify and register all new water users and determine the adherence of different water uses by undertaking users' inventory.

Key Messages

- *Apply for water use permit to enhance efficient management of the resource.*
- *Abstract according to the permit granted to avoid legal measures.*
- *Paying for economic water use fee is the responsibility of every transportation vessel owners and UWSAs.*
- *Groundwater regulations have to be adhered by Drilling companies.*

Implementation Measures

Measure	Indicator	Evaluated by	Costs in TSH	Timeline											
				2018/2019				2019/2020							
				1	2	3	4	1	2	3	4				
Radio campaign (advertisement) on importance of applying for water use permits x 8, (2 for each quarter).	Number of program radios performed.	Radio campaign reports	5,000,000												
Personal visits to 20 DWEs, 20 BMUs, and 1 ZIU.	Number of visited stakeholders	Visiting reports	NA												
1 Stakeholders workshop (eg DWEs, BMUs)	Workshop attendance.	Workshop report	10,000,000												
Production and dissemination of 500 leaflets with different messages depending on the audience needs.	Number of leaflets disseminated	Dissemination reports	1,000,000												
Contacting 100	Number of	Customers	500,000												

customers / defaulters through mobile calls, SMS and writing letters to them.	customers contacted	report																
Link to the LVBWB Business Plan Objectives and Capacity Development																		

Table 3: Objective 3

Objective III: Reduce pollution of water due to human activities.																		
Specific Objectives:																		
<ul style="list-style-type: none"> To create awareness on the effect of water sources pollution to 80% of all stakeholders by 2020 To improve water quality of the sources prone to pollution from large scale mining and fishing industries to meet standard by 60% until 2020 																		
Target Audiences																		
Primary Audiences:										Secondary Audiences:								
<ul style="list-style-type: none"> Fishing industries Large scale mining Small scale mining 										<ul style="list-style-type: none"> Textile industries UWSA Large scale farming Small scale farming Hotels and beaches Tobacco companies NEMC 								
Strategy:																		
Effective monitoring of the water sources and enforcement of the laws.																		
Key Messages																		
<ul style="list-style-type: none"> <i>The practices of human activities within 60m endanger our water sources.</i> <i>Dispose following waste disposal standards.</i> <i>Avoid use of mercury near the water sources</i> <i>proper collection and treatment measures of waste water make our water sources safe.</i> <i>Enforcement of the laws is a necessary aspect for protection of our water sources.</i> 																		
Implementation Measure																		
Measure	Indicator	Evaluated by	Costs in TSH	Timeline														
				2018/2019				2019/2020										
				1	2	3	4	1	2	3	4							
Provide 4 education to small scale miners through educational theatres.	Number of the theatre conducted	Reports on the theatre programs	6,000,000															

Establish a media award on environmental conservation issues (annually)	Number of awards issued	Award reports	2,000,000							
Produce and disseminate 100 brochures, NAWAPO and WRM Act of 2009	Number of documents disseminated	Dissemination report	2,000,000							
Prepare and disseminate 150 copies of guidelines on discharge standards	Number of guideline copies disseminated	Dissemination report	500,000							
Prepare 4 articles on the effects of water pollution and present them in the Newspaper	Number of articles presented on the newspapers	Presented articles reports	2,000,000							

Table 4: Objective 4

Objective IV: To avoid vandalism of monitoring station equipments.	
Specific Objectives: <ul style="list-style-type: none"> To engage communities on monitoring stations protection at 33 station areas by 2018 To impart 50% of village leaders with knowledge on the importance of monitoring stations by 2018 	
Target Audiences	
Primary Audiences: <ul style="list-style-type: none"> Communities 	Secondary Audiences: <ul style="list-style-type: none"> WUA

<ul style="list-style-type: none"> Village leaders 		<ul style="list-style-type: none"> Station observers Public institutions 									
Strategy:											
Impart respective stakeholders with knowledge on the importance of monitoring stations of the water resources management. Key messages <ul style="list-style-type: none"> Protection of the monitoring stations is an inevitable responsibility of the surrounding community. Joint efforts between village leaders and other responsible institutions is important for successful protection of monitoring stations Educate the community on the importance of protecting monitoring stations. 											
Implementation Measures of											
Measure	Indicator	Evaluated by	Costs in TSH	Timeline							
				2018/2019				2019/2020			
				1	2	3	4	1	2	3	4
To conduct 15 awareness meetings in the monitoring station areas	Number of meetings conducted	Meeting attendances and reports	15,000,000								
To prepare and sign MoU between LVBWB and community on protection of monitoring stations	MoU document	Signed MoU	3,000,000								
Prepare and fix 33 banners at monitoring station areas	Number of fixed banners	Reports on prepared and fixed banners	3,500,000								
To organize and use 5 education theatre groups to create awareness	Number of educational theatres organized	Reports on the organized theatres	6,000,000								
To attend 10 WDC meetings and create awareness on the importance of monitoring stations.	Number of meetings attended	Meeting reports	5,000,000								
To facilitate the villages to enact bylaws which will support the protection of monitoring stations.	Bylaws enacted	Bylaws reports	6,000,000								

Table 5: Objective 5

Objective V: To develop adaptation mechanism on climate change effects																			
Specific Objectives:																			
<ul style="list-style-type: none"> Establishment of 7 adaptation measures to stakeholders (WUA, LGA's, and NGO) within the Basin by 2020 To create awareness on adaptation measures to 50% of all stakeholders by 2020 																			
Target Audiences																			
Primary Audiences:					Secondary Audiences:														
<ul style="list-style-type: none"> WUAs LGAs NGOs 					<ul style="list-style-type: none"> CSOs Research institutions Public institutions LVEMP 														
Strategy:																			
Educate the communities on effective use of alternative energy and importance of tree planting in order to curb the climate change effects.																			
Key Messages:																			
<ul style="list-style-type: none"> Climate change adaptations are inevitable for sustainability of water resources Cut one tree, plant 10 of them. The society has a big role to play in adaptation of the climate change effects Promote the use of improved energy serving stoves to reduce deforestation practices. 																			
Implementation Measures																			
Measure	Indicator	Evaluated by	Costs in TSH	Timeline															
				2018/2019				2019/2020											
				1	2	3	4	1	2	3	4								
Using webpage to address adaptation measures	Number of articles presented	Visiting the website	NA																
Use of public events to disseminate messages through brochures on adaptation measures to climate change.	Number of brochures disseminated per event.	Respective public event report	3,500,000																
Establishment of basin's climate change dialogue forum on water related adaptive aspects	Number of dialogue forums done	Dialogue forum report	10,000,000																
2 Essay competitions	Number of competitions	Competition reports	2,000,000																

(annually) about climate change in schools										
To prepare one article on climate change adaptation measures annually.	Article prepared	Article prepared.	200,000							
GRAND TOTAL			142,200,000.00							

LAKE VICTORIA BASIN WATER BOARD

Head Office:

P.O. Box 1342, Mwanza,
Tel:- +255 282500657,
Fax: +255 282500820,
E-mail: basins.victoria@maji.go.tz
Website: www.lvbwb.go.tz

**Musoma Branch:**

P.O. Box 390 MUSOMA Tel: +255 282623038,
E-mail: vicsub.musoma@maji.go.tz

Bukoba Branch:

P.O. Box 81, BUKOBA. Tel: +255 282220462,
E-mail: vicsubo.bukoba@maji.go.tz

www.lvbwb.go.tz