



SIWI – EASTERN NILE MEDIA TRAINING  
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**The Nile Message: Leveraging CSOs' Niche and National  
Media Outlets**

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## Take Home

⇒ The training ought to mainstream media outlets to target, to clear, contextual evidence-based messages on cooperation and development, putting into consideration both the State and Non-State actors in the Eastern Nile and beyond.

⇒ The “water-in-the-cup” of the message is optimal sharing of the basket of benefits with dialogue on the trade-offs to enhance cooperation in the region.

## THE NILE BASIN DISCOURSE (NBD)

⇒ With its regional Secretariat in Uganda, coordinates a Network of CSOs'/NGOs' Networks in 11 NB Countries, that include the Eastern Nile's Egypt, Ethiopia, South Sudan, Sudan of cluster 1.

⇒ Country discourse windows through (NDFs) and (LDFs) with members inclined to media messaging in water & water-related sectors.





⇒ Starting 2002/3 , with a mission : “ To ensure that a fully informed and basin-wide civil society develops and plays a key role in achieving the vision , through pro-active and critical influencing of projects, programs and policies of development organizations with special focus on NBI as a partner, ”

⇒ Envisioning: “A Nile Basin in which there is sustainable social and economic development for all people free of conflict, leading to achievement of justice, human rights, good governance, poverty reduction and protection of the environment”.



The NBD Strategy 2012 – 2017 “ Empowerment through participation”,  
Strategic Direction 2: The Nile Media Platform.

⇒The most critical factor of obtaining media coverage.

⇒The tools and processes involved in getting the message out to the  
public domain.



⇒ In carrying the message vertically and horizontally through the pivotal points of messaging engagements to:

- (i) Nurture Nile cooperation.
- (ii) Contribute towards participatory approach to development, fostering accountability and speed in response to emerging issues of development agendas by governments and local people.





## **NBD's Niche**

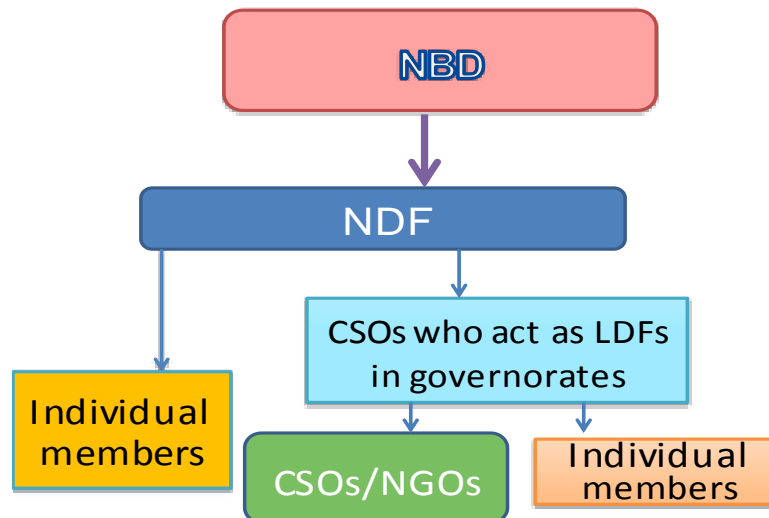
⇒A niche of higher operational flexibility as CSOs are relatively free from bureaucratic structures and systems, and therefore, are able to communicate quickly and easily on emerging issues.

⇒A niche of being instrumental in awareness creation and information exchange especially to the most needy, poor and vulnerable groups.

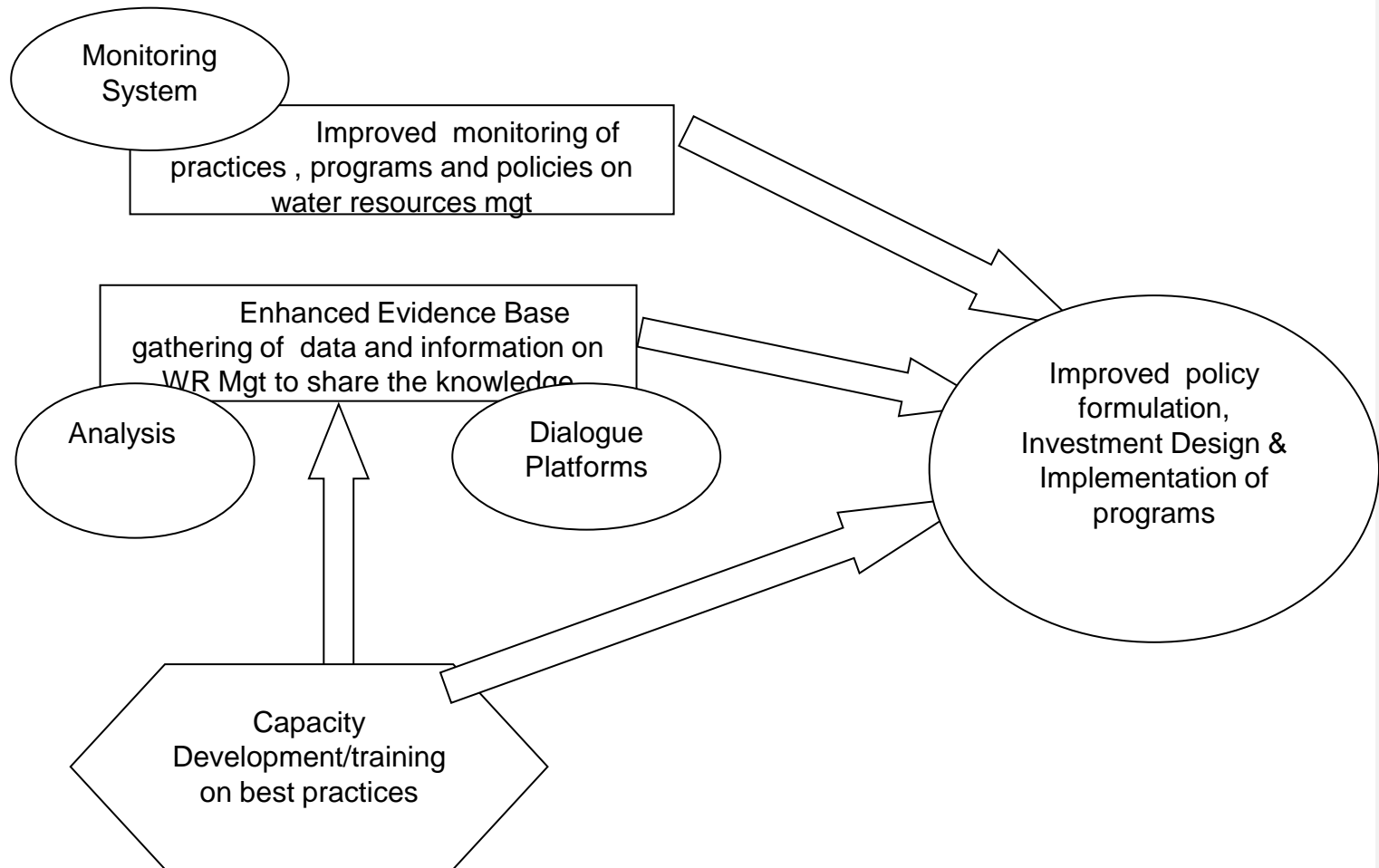
⇒A duo role niche: (i) consultation (looking through an autonomous eye) on grassroots emerging issues not accessible to governments and development partners (ii) can influence high-level decision - making processes through advocacy.



Three pivotal points in NBD  
Structure for media  
messaging engagement (NBD  
Sec, NDF, LDF)



# Pivotal media messaging point in the NBD - Discourse Intelligence Network (DIN) - Dialogue Platforms.





NBD – ENTRO have nine (9) Understandings of 4years starting 31<sup>st</sup> July 2015, of which pivotal media messaging points include.



⇒ Collaborating to promote Nile cooperation in general and Eastern Nile in particular through leveraging national media outlets.

⇒ Collaborating on community awareness creation on ENTRO's projects, programmes, policies and other emerging issues of high importance to the EN region.

⇒ Leveraging existing capacity, knowledge, and cultural understanding to enhance public participation in development process in the EN basin.

⇒ Collaborating to promote public participation both at upstream project identification/preparation and downstream at project implementation phases.



**ANNOUNCEMENT!**  
*A Larger Pivotal Media Messaging Point!*  
*Starting the 4<sup>th</sup> Quarter 2018*  
*A Bi – Annual, NBD in collaboration with Partners' Event*



## THE NILE BASIN DISCOURSE SUMMIT (NBDS)

