



Communication Strategy

2018 - 2022

#MajiYetuJukumuLetu



Vision

Water security for all within the Upper Ewaso Ng'iro North Catchment Area.

Mission

To provide an effective platform for coordinated stakeholder engagement to address the challenges of managing water as a resource within Upper Ewaso Ng'iro North Catchment Area.



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Disclaimer

The views and conclusions expressed in this report do not necessarily reflect the views of the World Bank.

The Mount Kenya Ewaso Water Partnership is hosted by the Laikipia Wildlife Forum. The Partnership is an LWF member, is represented on the LWF Board, and is one of several associations in the greater Laikipia landscape supported by the LWF secretariat.



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EXECUTIVE SUMMARY

Providing relevant communication materials, tools and processes are essential in supporting an organization's identity and objectives. This Communication Strategy presents a framework for managing and coordinating communication for the Mount Kenya Ewaso Partnership (MKEWP).

It provides a guide on how the Partnership will support the capacity of its partners to engage effectively on Integrated Water Resource Management (IWRM) and support good Water Governance in Upper Ewaso Ng'iro North Basin

This strategy, supported by a communication plan, sets out how MKEWP is planning to address communications over the next five years.

Areas addressed in the Plan include:

- Communication Pillars of the Strategy
- Key groups to be involved in the implementation
- Communication Needs of Key Groups and Audiences
- Guidelines, Roles and Responsibilities
- A Detailed Communication plan
- Monitoring and Evaluation Framework

The **primary goal** of the communication strategy is to develop tools and communication products that support the MKEWP brand and its partners to communicate, engage, and raise awareness of good water governance while complementing the MKEWP Strategic Plan.

It defines goals, objectives, key stakeholders, appropriate communication channels, key messages related to the Partnership over the next 5 years. It also outlines how MKWEP will monitor and evaluate its communication in the event that there is a need to change tactics, add resources, or shift focus.

This strategy therefore provides a communication framework for the Partnership and is a living document that will be modified when necessary.



COMMUNICATION
THAT SUPPORTS THE
CAPACITY OF PARTNERS TO
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MKEWP Communication Strategy

1. INTRODUCTION

Communications and branding is a core component in the delivery of Mount Kenya Ewaso Water Partnership (MKEWP) operations and partnership engagement. The function of communication and branding is to provide relevant materials, tools and processes that support the Partnership's strategic objectives.

In the water resources field, timely information and regular communication underpins future water resources management in Kenya in general, and the Ewaso Ng'iro North Basin in particular.

With increasing water stress and scarcity, our communication efforts have become critical. This requires the development of tools and products that support MKEWP's partner's capacity to raise awareness, engage members, and communication actions that impact good water Governance.

Key issues were identified during the initial stage of developing the strategy. These include:

- The partnership's lack of a framework to guide the communication, branding and awareness aspects of the partnership.
- The need to involve Water Resources User Groups (WRUA) Clusters and MKEWP's Council as key groups to implement the communication strategy.
- Inadequate communication support to engage key stakeholders
- Stakeholders missing out on key messages due to limited channels of communication

To address these issues, this Communication Strategy aims to:

- Increase awareness, strengthen the partnerships image and build support of water sector actors on Integrated Water Resource Management.
- Strengthen the communication capacity of WRUA Clusters and the Partnership's Council members.
- Promote effective dissemination of information through MKEWP partner networks.



2. MKEWP'S BACKGROUND

Water users within the Upper Ewaso Ng'iro North Basin have been experiencing increased water insecurity over the last 10-15 years.

The Mount Kenya Ewaso Water Partnership (MKEWP) was established in 2016 by a group of water actors within the upper catchment to engage constructively in water resource use, conservation and management.

The Goal of MKEWP is to drive action through partnership and provide a mechanism by which water access, use, management and conservation is addressed in the 15,000 km² Ewaso catchment area.

As of March 2018, MKEWP has more than 100 partners. These include, but are not limited to, Water Resource Users Association, (WRUAs), Community Forest Association, Laikipia; Meru and Nyeri County Governments; Civil Society Organizations (CSOs), Private Sector, Donors, Parastatals, Research institutions, Conservancies and Water Service Providers.

There are donors and supporters who ensure MKEWP's programmatic implementation is realized. These include The 2030 Water Resources Group/International Finance Corporation – World Bank; Wetlands International; SNV-Netherlands Development Organisation; Fauna and Flora International and Ol Pejeta Conservancy; Kenya Water for Health Organization (KWAHO) and Kenya Water And Civil Society Networks (KEWASNET).

The MKEWP was made operational through a grant from the International Finance Corporation and members. The grant allowed for formation of the Partnership and the establishment of the governance systems by which it operates. It supported additional technical studies, and provided for the development of 5-year Strategic and Financial Sustainability plans.

The MKEWP Strategic Plan sets out 5 Priority Objectives that lay the foundation for stakeholder participation to increase sustainable water resource use and conservation.

Priority Objective 4 on Enhancing Knowledge Management and Communication mandates the Partnership to develop tools and products that will support its partner's capacity to communicate, engage, and raise awareness of good water Governance.

This communication strategy responds to this Priority Objective and places the Partnership at a strategic position to deliver on its mandate in the basin.

3. DEVELOPMENT OF THE STRATEGY

The communication strategy has been developed through this process:

1. **Concept:** This initial step saw development of a document that detailed the need for a communication framework, relevant stakeholders, gave recommendations and expectations of the processes that would contribute to its development.
2. **Inception Workshop:** Stakeholders met to deliberate on the concept note presented. The workshop also involved discussions identifying gaps, audiences and structure of the communication strategy. The key outcomes were on SWOT analysis, messaging, key audiences, communication goals, vision, mission and objectives. These outcomes formed the first draft of the strategy.

The methods used at this stage include:

- a. Focus group activities and discussions
- b. Plenary discussions and presentations



Some of the stakeholders at a group discussion during the inception workshop

3. **Draft review:** The stakeholders reviewed the draft strategy and provided feedback based on expectations and discussions held during the inception workshop
4. **Status Workshop:** A more specialised group came together to look at the draft strategy and the realistic implementation of the draft. Two key groups- WRUA Clusters and MKEWP Council Members- were recommended to be used as partner networks in the implementation of the strategy.

5. **MKEWP Council:** The Final draft of the communication strategy was presented before the MKEWP Council for deliberations and approval.

4. COMMUNICATION STRATEGY

MKEWP's Communication Strategy complements the 5-year Strategic and Financial Sustainability Plans, and is guided by its slogan, *Maji Yetu Jukumu Letu* (Our Water; Our Responsibility). Specifically, it responds to *Priority Objective Number 4 for the next 5 years- Enhancing Knowledge Management and Communication*.

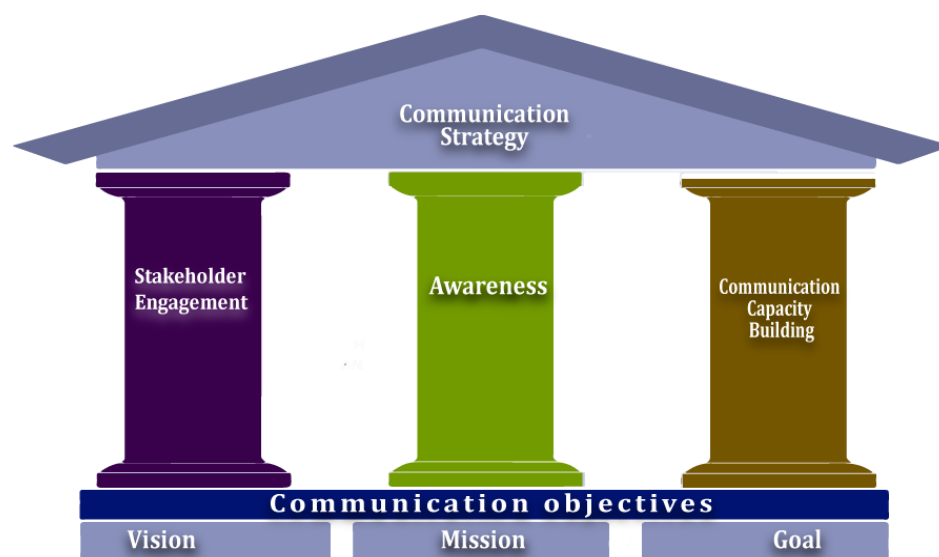
It addresses other elements of Strategic Priority Number 4:

- 1) Development of MKEWP information portal development and activation- This will involve use of tools such as website, newsletters, annual reports as means of disseminating information
- 2) Building corporate identity and branding strategy to support MKEWP performance.
- 3) Disseminating information through MKEWP partner networks

Pillars of the Partnership's Communication

The approach of the Communication Strategy is guided by the following pillars:

- Stakeholder engagement
- Awareness
- Communication Capacity Building



MKEWP Communication Pillars

- **Stakeholder engagement:** Provide sufficiently resourced communications and support structures to ensure the regular exchange and timely delivery of communication initiatives between stakeholders;



- **Raising awareness:** Build awareness of MKEWP's profile in the region and ensure the new MKEWP brand guidelines are implemented and adhered to across all MKEWP operations. The Partnership will raise awareness on its membership, and its role as a platform to address concerns in the water sector.
- **Communication capacity building:** Improve the communications skills and capacities of key Partnership groups to help them communicate the partnerships' work in integrated water resource management.

Communication Vision

MKEWP is embraced as a champion in water resource management in the Upper Ewaso Basin through improved awareness, understanding and support of its role.

Communication Mission

Effective communication that promotes ownership and trust between MKEWP stakeholders to realize sustainable water management and use in Upper Ewaso North Basin.

Communication Goal

To develop tools and communication products that support MKEWP partners to share information, discuss issues and raise awareness of good water governance.

To support this goal, the stakeholders recommend that the following conditions must be fulfilled:

- Needs Assessment- Audience analysis
- SWOT analysis of the partnership
- Credible messaging
- Inclusivity in the process
- Choice of mode of communication based on audience
- Feedback mechanism- goal is to create culture of approachability
- Give a sense of ownership to all those involved in the partnership's activities

Communication Objectives

The following are communication objectives as defined in Partnership's Strategic Plan on communication:

- To build awareness, understanding and support for MKEWP's role in Integrated Water Resources Management (IWRM) within the basin.
- To promote a culture of accurate and timely information sharing among MKEWP partners.
- To portray a consistent image expressed throughout the Partnership, its work, and stakeholders in Integrated Water Resource Management.

Promote visibility and engagement

Communication should focus on the achievements and impact of the action. To maximize the impact of communication efforts, all MKEWP communication must embody the following characteristics:

- Timely activities
- Accurate information.
- Close coordination of activities with relevant team members or partners.
- Right audience(s) targeted through the right channels.
- Messages should interest the target audience(s).
- Activities should be appropriate in terms of resources, timing and expected impact
- Seize a good opportunity and exploit unexpected opportunities to the benefit of MKEWP.

SWOT Analysis for MKEWP

Based on the inception workshop with the stakeholders, the following SWOT analysis was derived:



Summary of SWOT Analysis



5. KEY AUDIENCES

Stakeholders agreed on a portfolio of key external and internal audiences including: Local partners – WRUAs, Community Forest Associations, Water Service Providers (WSPs), Civil Society Organization (CSOs), Community Groups, Religious organizations, Academic institutions, Donors, NGOs (WASH/WRM), Government Agencies, County & National Governments, Conservancies, private sector, key journalists, MKEWP Council and staff

However, the stakeholders identified and agreed that there would be two key groups that contribute to achievement of *Strategic Priority 4 (Enhancing Knowledge Management and Communication.)*

a) Water Resource User Association (WRUA) Clusters

b) MKEWP Council Members

These two groups are representative of MKEWP's stakeholders, and are crucial to the implementation of the 5-year Strategic and Financial Sustainability Plan of the partnership.

For effective delivery, three issues will be addressed:

1. Their capacity to communicate messages, build awareness and engage effectively on water resource management.
2. The appropriate tools for effective delivery of messages and feedback.
3. An evaluation framework to assess the effectiveness of messages, tools and action.

Below is description of the two key groups and the Partnership's role in building their capacity to contribute to implementation of the communication strategy:

a) WRUA Clusters

These organized groups in the community bring together three to four Water Resource User Groups (WRUAs) within a geographical area. The partnership has established six (6) clusters bringing together twenty (20) WRUAs to address Integrated Water Resource Management. The WRUA cluster approach will be used to expand the scope and scale of MKEWP operations over the next five years.

The WRUA Clusters also bring together other water actors in the basin including Water Resource Authority (WRA), National Environmental Management Authority (NEMA), County and National government.

There are six WRUA Clusters in the basin that the Partnership is working with: ***Kisima, Timau, Nanyuki, Naro Moro, Ngobit, and Mutara Clusters.***



A member of a WRUA during meeting with Community Water Projects

i. Cluster Roles and Responsibilities

MKEWP will identify key Communication Lead(s) in each clusters to guide all MKEWP communication processes and activities. The Communication Lead will work with Cluster Coordinator on all matters related to communication.

This strategy recommends that the Terms of Reference for Communication Leads are developed to guide their operations.

To build the communication leads capacity in communication, the partnership will facilitate:

- a) **Inception communication training:** This will be used to introduce the Cluster Communication Leads (CL) to the communication strategy and its crucial role in implementation of the overall Strategic Plan of the Partnership.



Through the inception workshop the CL will also understand their role in communication between Partnership and the community

- b) Biannual trainings:** As measure of creating consistency in their messaging, and enhancing their communications planning and skills, regular trainings will be conducted twice per year.

ii. Messages to Clusters

This is a summary of messages that need to be developed as suggested by MKEWP stakeholders and will be facilitated through the Communication Leads.

- The partnerships' planned activities in WRM/WASH
- MKEWP provides a platform of engagement as Private Public Partnership
- MKEWP can advise on where to go for advice and information on water.
- The Partnership can help in building capacity on WRM/WASH.

iii. Channels

The following channels have been recommended by WRUAs as the most effective to communicate with the Clusters:

- *Barazas (public meetings)*
- *SMS*
- *WhatsApp*
- *Vernacular mass media*

b) MKEWP Council

At the helm of the partnership, the Council presents a realistic opportunity through which MKEWP can reach out to partners.

The following organisations are represented at the *MKEWP's Council*: Meru, Laikipia and Nyeri County Governments, Water Resource Authority, WRUAs, Centre for Training and Integrated Research in ASAL Development (CETRAD), Conservancies, Water Sector Trust Fund, and Commercial Growers



MKEWP Council brings together representatives from over 15 organizations

i. Council Members' Roles and Responsibilities

This strategy recommends that council members are actively involved in the communication line of the partnership.

Members of the council will be ambassadors of the partnership and serve as the channel for information and publicity, specifically targeting their individual organization, and more generally, contributing the goals of the Partnership.

The updated **Council Charter** now obligates **council members** to be active actors as a channel between the Partnership and the organizations that they represent, as well as their individual constituencies.



ii. Channels

The following channels were recommended by the council as the most effective to communicate with council members.

- *Council meetings*
- *Email*
- *SMS*
- *WhatsApp*
- *Newsletters*

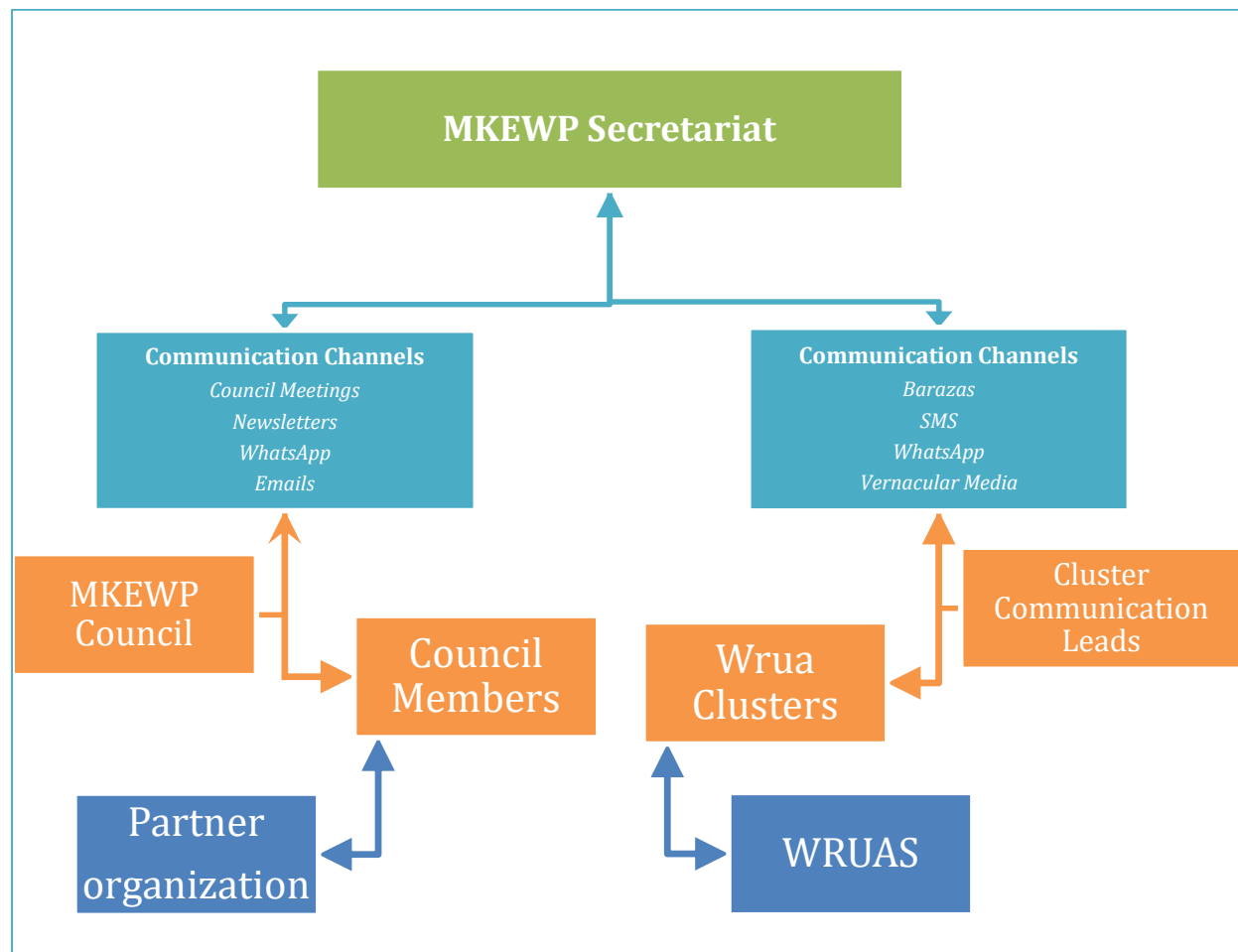
iii. Messages to the Council

Based on plenary discussions with MKEWP Council members, the following messages will be developed:

- Internal policies, procedures and guidelines.
- Funding sources, conditions and status.
- Current and emerging trends or plans in WRM/WASH.
- The Partnership's commitments and timelines to stakeholders.
- County and national government involvement in water sector.
- Update on MKEWP's activities and budgets: With achievements and challenges
- Quarterly progress of events as per strategic plan
- Work plan for the Partnership's secretariat

Communication Flow

The following illustration shows preferred channels and the central role both the Council and the Cluster Communication Leads have in bridging gap between MKEWP and partnering organizations and WRUA Clusters.



6. COMMUNICATION NEEDS

This is a summary of messages that need to be developed for the two key groups as suggested by stakeholders during the afore-referenced communication strategy inception workshop.

Audience	What do they need to hear from us?
WRUA Clusters	<ul style="list-style-type: none"> • The partnerships' planned activities in WRM/WASH • We provide a platform of engagement as Private Public Partnership • Where to go for advice and information. • They have access to information and data on WRM issues in the basin. • We can help in building their capacity on WRM/WASH.
MKEWP Council	<ul style="list-style-type: none"> • Internal policies, procedures and guidelines. • Funding sources and conditions and status. • Current and emerging trends or plans in WRM/WASH. • Commitments and timelines to stakeholders. • County and national government involvement • Update on MKEWP's activities and budgets: With achievements and challenges • Quarterly progress of events as per strategic plan • Work plan for next three months • Legislation and policies • Research reports gathered either by or with help of MKEWP



Communication needs of WRUA members respond to feedback from the community



Communication Channels, Specific target & Tools

The table below is a general map of the communication mix that will address each MKEWP audience category. The communication plan has a detailed breakdown of the specific deliverable for each channel.

Audience	Channel	Specific target	Tools/Products
WRUA Clusters	Quarterly Cluster meetings (Barazas) – <i>Detailed in the Communication Plan</i>	<ul style="list-style-type: none"> • WRUA • Community Water Projects • Commercial growers • Community Forest Associations • Conservancies • Water Resource Authority • County Governments (Nyeri, Laikipia and Meru) • Government Agencies(NEMA, WRA) 	<ul style="list-style-type: none"> • SMS blasts • WhatsApp groups • Factsheets • Brochures • Newsletters • Vernacular Media • Training
MKEWP Council	Quarterly Council meetings – <i>Detailed in the Communication Plan</i>	<ul style="list-style-type: none"> • County Governments (Meru, Laikipia and Nyeri) • WRUAs • Centre for Training and Integrated Research in Asal Development(CETRAD) • Conservancies • Water Sector Trust Fund • Commercial Growers • Government Agencies(NEMA, WRA) • Water Service Providers 	<ul style="list-style-type: none"> • Reports • Training • Social Media, Factsheets • Brochure • Newsletters • Website Articles



7. EXTERNAL COMMUNICATION

Communication to external audiences is championed by the MKEWP Council Members and WRUA Clusters.

This will guide the partnership in reaching out to an external audience who have interest in MKEWP's activities regarding water resource management.

Audience	What do they need to know from us?	What are our key communication messages?	What are our intended outcomes?	Tools/Products
Community groups	<ul style="list-style-type: none"> Current and emerging trends or plans in WRM/WASH. Where to go for advice and information. 	<ul style="list-style-type: none"> We have a good knowledge of the IWRM environment We are a well-respected and credible partner to champion your community development. 	We have their goodwill to implement IWRM in the basin.	<ul style="list-style-type: none"> SMS blasts WhatsApp groups Factsheets Brochures Newsletters Vernacular Media Training MKEWP Council WRUA Clusters
NGOs (WASH/WRM)	<ul style="list-style-type: none"> The change we want to drive in IWRM in the basin. Our strong evidence base and supporter base. 	<ul style="list-style-type: none"> We can partner to deliver shared goals. Our programmatic outcomes that benefit our stakeholders. 	Leverage on partnership as channels to broaden our reach and amplify existing activities.	<ul style="list-style-type: none"> Website Emails Social Media Newsletter Brochures Joint activities
County & National Governments	<ul style="list-style-type: none"> We can support you in developing enabling policies. Our strong evidence base and supporter base. Current and emerging trends or plans in WRM/WASH. 	<ul style="list-style-type: none"> We have a strong evidence base and our calls are grounded in robust evidence. We have a good knowledge of the policy environment. We are a well-respected, authoritative organization. 	We have their goodwill and endorsement to facilitate wider buy-in from their constituents.	<ul style="list-style-type: none"> Website Emails Social Media Newsletter Brochures Joint activities Meetings MKEWP Council
Government Agencies – WRA, NEMA, NDMA, WSTF, etc.	<ul style="list-style-type: none"> We supplement your efforts in implementation of policies and regulations. Our strong evidence base and supporter base. Collaborative efforts, current and emerging trends or plans in WRM/WASH. 	<ul style="list-style-type: none"> We have a strong evidence base and our calls are grounded in robust evidence. We have a good knowledge of the WRM. We are a well-respected, authoritative organization. 	Positioned as a credible partner in implementation, monitoring and engagement on WRM matters.	<ul style="list-style-type: none"> Website Emails Social Media Newsletter Brochures Joint activities Meetings MKEWP Council
Conservancies	We can partner in water resource management.	Able to partner to ensure water flows that support wildlife in the basin.	Conservancy managers partner in growing our programmes for the benefit of people and ecosystem.	<ul style="list-style-type: none"> Website Emails Social Media Newsletter Brochures Joint activities Meetings MKEWP Council
Mount Kenya Growers' Group	<ul style="list-style-type: none"> Advocacy to local and county authorities on issues arising from water access and use 	Able to partner to ensure water flows that support agriculture development.	Farmers partner and support us in growing the programmes for the benefit of people, plants and animals in the ecosystem.	<ul style="list-style-type: none"> Website Emails Social Media Newsletter Brochures



Audience	What do they need to know from us?	What are our key communication messages?	What are our intended outcomes?	Tools/Products
	<ul style="list-style-type: none"> • We provide platform for effective engagement in catchment • We offer platform for conflict intervention and management on issues arising from water use 			<ul style="list-style-type: none"> • Joint activities & Meetings • MKEWP Council
Private sector – SACCOs, Banks, Hotels, etc.	<ul style="list-style-type: none"> • Opportunities that exist in water investment. • Our strong evidence base and supporter base. 	Together, we can help position your business as a caring player in the water conservation and management sector.	Private sector becomes a key player in supporting, investing in and advocating for responsible water use and management in the basin.	<ul style="list-style-type: none"> • Newsletter • Meetings • Emails • Social Media • Website Articles • Newsletter • Brochures • Joint activities
Donors	<ul style="list-style-type: none"> • The change we want to drive in IWRM in the basin. • Our strong evidence base and supporter base. • Our ability to deliver programs at scale. 	<ul style="list-style-type: none"> • We have a good knowledge of the IWRM environment. • We are a well-respected and credible partner. • We are accountable for the activities we plan to deliver. 	Develop new funding and partnership streams for sustainable program growth and impact.	<ul style="list-style-type: none"> • Newsletter • Website Articles • Meetings • Emails • Social Media
Key Journalists – Print, TV, Radio	<ul style="list-style-type: none"> • They have access to information and data on WRM issues in the basin. • Build capacity on WRM/WASH reporting. 	<ul style="list-style-type: none"> • We are your source of credible information on water matters in the basin. • We champion and advocate for a common voice for WRM/WASH practitioners in the basin. 	Journalists default to us for information, updates on water conservation and management issues.	<ul style="list-style-type: none"> • Press Releases • Newsletter • Website Articles • Media Trip • Emails • Social Media
Religious organizations	<ul style="list-style-type: none"> • We have the ability to bring social and economic that improves the well-being of their parishioners. • Our strong evidence base and supporter base. • Our ability to deliver programs at scale. 	<ul style="list-style-type: none"> • We are a knowledgeable and credible organization interested in social/community development of their parishioners. • We have a good knowledge of the policy environment • We are a well-respected, authoritative organization. 	We have goodwill to engage their parishioners in implementation of IWRM in the basin.	<ul style="list-style-type: none"> • Newsletter • Website Articles • Social Media • Religious Events
Academic institutions	<ul style="list-style-type: none"> • Our strong evidence base and supporter base. • Current and emerging trends or plans in WRM/WASH. 	<ul style="list-style-type: none"> • Able and ready to partner in the advancement of policy development and implementation. 	Positioned as an accessible thought leader in public engagement and development.	<ul style="list-style-type: none"> • Joint Activities • Newsletter • Website Articles • Social Media •



8. OPERATING GUIDELINES

The LWF Communication Specialist will oversee the implementation of the communication strategy and support the MKEWP secretariat.

This strategy recommends that a communication team is established to bring together communication leads from the six (6) clusters, LWF Communications specialist, and MKEWP Council.

All communications to WRUAs and Community Water Projects will be done through the WRUA Communication Leads.

The WRUA Cluster Communication Leads will:

- i. Participate, assist and actively engage to meet communication needs of the Partnership.
- ii. Deliver reports to the partnership on the ongoing Cluster activities
- iii. Be an annual rotational role between WRUAs of same Cluster
- iv. Deliver on terms of reference and will contractually be obligated
- v. Be trained on effective communication skills
- vi. Periodically be assessed and evaluated on effectiveness of skills.

The updated Partnership's Council Members Charter places a communication role on Council members.

Recruitment of a **communication assistant** is recommended to assist the secretariat in implementation of the strategy during the implementation period.

Training Guidelines

The strategy also recommends development of a training guide for capacity builders and Communication Specialist to build capacity of the Communication Leads.

Through the guide, the Communication Leads will be able to learn how develop appropriate messages, choose the suitable channels and tools, communicate to audiences and furnish the Partnership with communication activity reports of WRUAs.



9. COMMUNICATION PLAN

The following is the outline for a strategic communication action plan for MKEWP. The plan also indicates which strategic directions (or objectives) the communication goals most directly relate to.

While this represents a substantial start on developing a comprehensive communication plan, it requires the input and direct involvement of MKEWP Partners (budget, timelines, responsible parties, evaluation measures, and ongoing communication and public relations activities – as and when needed).

Below is an overview of the communication objectives and the overall budget. These are presented in more details in the ***MKEWP Communication Action Plan*** section.

Communication Objective	Communication Goal
Objective 1. To build awareness, understanding and support for MKEWP's role in Integrated Water Resources Management (IWRM) within the basin.	<i>Position MKEWP as platform for collaboration in water security support and representation in the region.</i>
Objective 2. Promote a culture to manage knowledge, communicate and share information among MKEWP members and partners.	<i>Develop communication tools and processes that enhance and integrate effective communication at all levels.</i>
Objective 3. To portray a consistent image expressed throughout the Partnership, its work, and stakeholders in Integrated Water Resource Management.	<i>Develop clear, consistent branding that delivers one voice/image.</i>



MKEWP Communication Components and Plan

The table below is an overview of the core communication components, summary budget and categories that will be covered in the next five years. The detailed communication plan can be found on the tables that follow.

Component	Budget Category	2018				2019				2020				2021				2022				TOTAL (USD)
		Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	
Clusters and MKEWP Council	Irrigated Accelerated Programs (IAP)-Smart Water For Agriculture				x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	6,000
	Training of communication leads(WRUAs)					x		x		x		x		x		x		x		x		3000
	Printing, Distribution of Swahili versions of Water Act 2016,				x	x	x	x		x												14,000
	Membership recruitment				x	x	x			x	x			x	x							7,000
	Communication orientation Workshop				x																	800
Internal Communication programs	Participation in Mt Kenya ASK Show		x				x				x				x				x			4,500
	Branding Guidelines and Products				x	x				x					x				x			6000
	Production of fact sheets	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	3000
	MKEWP newsletter/Print Supplementary				x				x				x				x				x	5,000
	Hiring of a Communication Assistant												x									24,000
Behaviour change communication programs on water resources management and conservation	Production of print materials: Brochures, Info graphics, field trips material					x				x				x				x				10,000
	Feature/Documentary				x								x								x	12,000
	Water Conservation champion Awards- WRUA Clusters/Council				x				x				x				x				x	10,000
Media advocacy	Design and production of media kit				x																	1,200
	Media trip: WRUA Clusters/Catchment Protection					x												x				1,500



Detailed communication plan

Activity	Deliverable	Expected outcome	Performance indicator	Unit	Cost (USD)	Timeline	Responsible
Create communication and brand standards for MKEWP.	Communication guideline Branding guideline	Provide guidance of MKEWP's communication and branding work (<i>print, electronic website, social media, etc.</i>).	MKEWP guidelines in use, all communication activities appropriately branded.	1	3,000	Aug-25	LWF, Comms Consultant
Develop key messages for stakeholders and general publics.	Audience analysis report.	With communication needs of the various audiences established they are reached with customized messages.	Audience needs incorporated in all targeted communication.	1	1,000	Aug-18	LWF, Partners Comms Consultant
			Key messages developed and in use	1	2,000	Aug-18	LWF Comms Consultant
Develop and repackage communication and marketing materials to create a consistent brand image.	Appropriately branded materials that reflect the MKEWP brand.	Seamless visibility of MKEWP brand that support promotion and understanding of the organization among its stakeholders.	Info-documentary	1	10,000	Oct/Nov-18	LWF
			Brochures	1	1,000	Sep-18	
			Factsheets (5 sets)	5	2,000	Aug-18	
			MKEWP Stickers	TBD	TBD		
			Banners (vertical)	5	1,500	Sep-18	
			Banners (horizontal)	2	300	Sep	
Revise and update website.	MKEWP sub-domain [http://mkewp.laikipia.org]	MKEWP easily identifiable as a membership organization.	MKEWP-specific sub-domain created	1	0	Aug-18	LWF Comms
	Revamped website that communicates MKEWP's work.	MKEWP's present and potential stakeholders can readily engage and support MKEWP's work.	Web re-designed for improved user experience.	1	1,000	Oct-18	LWF, Comms Consultant
	Regular updates	Monthly blog addressing WRM/WASH	Monthly blog posts	12	2,400	Oct-18	TBD
Establish regular communication with, Clusters, Council, key stakeholders, and general public.	Electronic and print newsletter	Members and Stakeholders regularly updated.	Monthly E-newsletter produced and distributed.	6	3,000	July-18	LWF
	Barazas	Communication support for quarterly barazas.	Communication support for quarterly barazas evident.	4	1,000	Oct-18	LWF, MKEWP, Wrua Clusters
	Social media updates	Drive communication that engages millennial to support WRM/WASH.	Weekly social media updates (+ on-demand)	52	100	Jul-18	LWF



	Council meetings	Communication of MKEWP status and position supports Council deliberations.	Presentations to communicate required information.	4	600	Oct-18	MKEWP Council Members
	Annual report	MKEWP annual report for AGM	Annual report printed.	1	2,000	Dec-18	MKEWP Comms
Support growth of MKEWP membership	Membership recruitment brochures and welcome packs.	Support MKEWP's membership base growth and maintenance	# of new members, engagement level of current	TBD	600	Aug-18	MKEWP Comms
Build capacity for Clusters and MKEWP Council to communicate effectively	MKEWP communication staff	Communication Assistant recruited.	MKEWP effectively managing its communication portfolio	12	6,000	ASAP	MKEWP Coord. LWF Comms
	Communication trainings for cluster communication volunteers and Council Members.	Understanding of communication chains. High level of engagement of cluster members due to improved member communication.	# of cluster members trained. Quality of communication to and stories coming from the clusters.	4	500	Quarterly	LWF Comms



Communication M&E Framework

To measure the success of MKEWP's outputs, three key dimensions will be considered:

- **Reach** – audiences are able to access and engage with MKEWP's communication products and activities.
- **Quality and usefulness** – how well communication activities deliver intended message or call to action.
- **Uptake and use** – how communication activities effectively inspire desired action or change.

Activity	Indicators	Information collection methods	Means of verification	Frequency	Output	Responsible
Create MKEWP communication & brand standards	<ul style="list-style-type: none"> • Number of communication and branding guidelines developed 	<ul style="list-style-type: none"> • Assess existing information and materials. 	<ul style="list-style-type: none"> • Guidelines in place 	<ul style="list-style-type: none"> • Every time communication material is produced or activity carried out. 	<ul style="list-style-type: none"> • 1 communication guideline developed for MKEWP • 1 brand guideline developed MKEWP 	MKEWP, Comms Consultant
Develop key messages for stakeholders and general publics.	<ul style="list-style-type: none"> • Number of stakeholders interviews conducted • Number of key messages developed 	<ul style="list-style-type: none"> • Audience assessment questionnaire. • Audience feedback forms. 	<ul style="list-style-type: none"> • Questionnaires administered • Message matrix used 	<ul style="list-style-type: none"> • Annually 	<ul style="list-style-type: none"> • 1 Audience analysis report produced 	MKEWP, Partners Comms Consultant MKEWP Clusters
Develop and repackage communication and marketing materials to create a consistent <i>brand</i> image.	Number of info-documentary produced	<ul style="list-style-type: none"> • Delivery notes • YouTube analytics. 	<ul style="list-style-type: none"> • Digital copy of MKEWP documentary • Number of YouTube hits. 	Annually Monthly	1 MKEWP documentary produced	MKEWP, LWF Comms.
	Number of MKEWP brochures produced	Delivery notes	<ul style="list-style-type: none"> • Digital copies on file. • Number of brochures produced & distributed. 	Bi-annually	XX printed brochures produced XX electronic brochures produced	
	Number of MKEWP factsheets (5 sets) produced	Delivery notes	<ul style="list-style-type: none"> • Digital copies on file. • Number of factsheets produced & distributed. 	On-demand	XX printed factsheets 1 electronic factsheets produced per year	
	Number MKEWP Stickers produced	Delivery notes	<ul style="list-style-type: none"> • Digital copies on file. • Number of stickers produced, distributed & displayed. 	Annually	XX Stickers produced	
	Number of MKEWP Banners (vertical) produced	Delivery notes	<ul style="list-style-type: none"> • Digital copies on file. • Number of banners produced & displayed. 	Annually	XX Vertical banners produced	
	Number of MKEWP Banners (horizontal) produced	Delivery notes	<ul style="list-style-type: none"> • Digital copies on file. • Number of banners produced & displayed. 	Annually	XX Horizontal banners produced	



Activity	Indicators	Information collection methods	Means of verification	Frequency	Output	Responsible
Revise and update website.	Number of MKEWP-specific sub-domain domain created	ICAAAN (domain registrar)	Sub-domain registration details.	Once	1 MKEWP-specific sub-domain domain created	LWF Comms
	Number of Monthly blog posts	Google analytics.	Monthly blog posts published.	Monthly	XX blog posts published	LWF Comms
Establish regular communication with, Clusters, Council, key stakeholders, and general public.	Number of newsletter produced and distributed.	Newsletter sent. Member feedback forms.	<ul style="list-style-type: none"> Number of newsletters. Reader feedback. 	Monthly	XX Electronic and print newsletter produced	LWF Comms
	WRUA Clusters communication support	Meeting minutes/notes.	Meeting support report.	Every time communication support is provided.	XX Number of Barazas supported	MKEWP, LWF Comms
	Number of social media updates	Social media platform analytics.	Social media feedback received	Weekly	XX Social media updates published	Comms
	Council Members communication support.	Council member feedback forms.	Council meeting minutes.	Every time communication support is provided	XX number of Council meetings supported	
	Number of annual report printed.	Previous progress reports	Copies of annual printed	Annually	1 Annual report produced	LWF Comms
Support growth of MKEWP membership	Number of Engagement activities with MKEWP members conducted	New member feedback forms filled and submitted	New member report. New members recruited.	Annually	XX new members recruited as a result of engagement activities	LWF Comms
Build capacity for Clusters and MKEWP Council to communicate effectively	Number of communications assistants s hired to assist with MKEWP communications	Employment contract.	Performance review	Once	! communication assistant hired	MKEWP Coord. LWF Comms
	Number if communication trainings for clusters, volunteers and council members	Training assessment forms	Training manuals, participant lists	Bi-annually	XX volunteers, lead clusters and council members trained	LWF Comms Comms Consultant



APPENDIX 1: INCEPTION WORKSHOP PARTICIPANTS

MKEWP/LWF Team

1. Stanley Kirimi, MKEWP Coordinator
2. James Mwangi, Water Resource Specialist
3. Wesley Kipng'enh, MKEWP/LWF Communication Specialist
4. Margaret Wambua, MKEWP/LWF Monitoring and Evaluation Specialist
5. Kimunya Mugo, Communication Consultant
6. Jane Serah Mukundi – MKEWP Intern

Stakeholders/Partners

1. Valentine Mbuthia Wetlands International
2. Topper Murray, Mount Kenya Growers Group
3. Benedict Omondi, Kewasnet
4. Simon Kingori, Nyahururu WRUA
5. Mureithi Muthuri, Ngusishi WRUA
6. Julius Mwambanga, Mount Kenya Trust
7. Emmah Odera, CETRAD
8. June Kawira- Rural Focus
9. Felix Ooko, Water Resource Authority
10. Gitenguri Kuria, County Times Media
11. Timothy Mutie-Water Resources Authority
12. Brian Felix, KWAHO
13. Damaris Khakali- KWAHO
14. Francis Kathuthi, Community member



APPENDIX 2: STATUS WORKSHOP PARTICIPANTS

LWF/MKEWP Team

1. Peter Hetz- LWF Executive Director
2. Stanley Kiriimi, MKEWP Coordinator
3. James Mwangi, MKEWP Water Resource Specialist
4. Wesley Kipng'eno, MKEWP Communication Specialist
5. Margaret Wambua, MKEWP Monitoring and Evaluation Specialist
6. Kimunya Mugo, Communication Consultant
7. Jane Serah Mukundi, MKEWP Intern

MKEWP Executive Committee

8. Eng Joseph Maina- MKEWP Council Chair, Laikipia County Rep
9. Emmah Odera- Cetrad (Centre for Training and Integrated Research in ASAL Development)
10. Muthuri Muriithi- Ngusishi WRUA

Media

11. Gitenguri Kuria, County Times Media Editor

Mount Kenya Ewaso Water Partnership

