



NILE BASIN INITIATIVE
INITIATIVE DU BASSIN DU NIL



Creating an enabling environment for
factual and constructive reporting on
Nile Basin issues

Outline.

- Introduction
- Creating an enabling environment – how?
- Conclusion

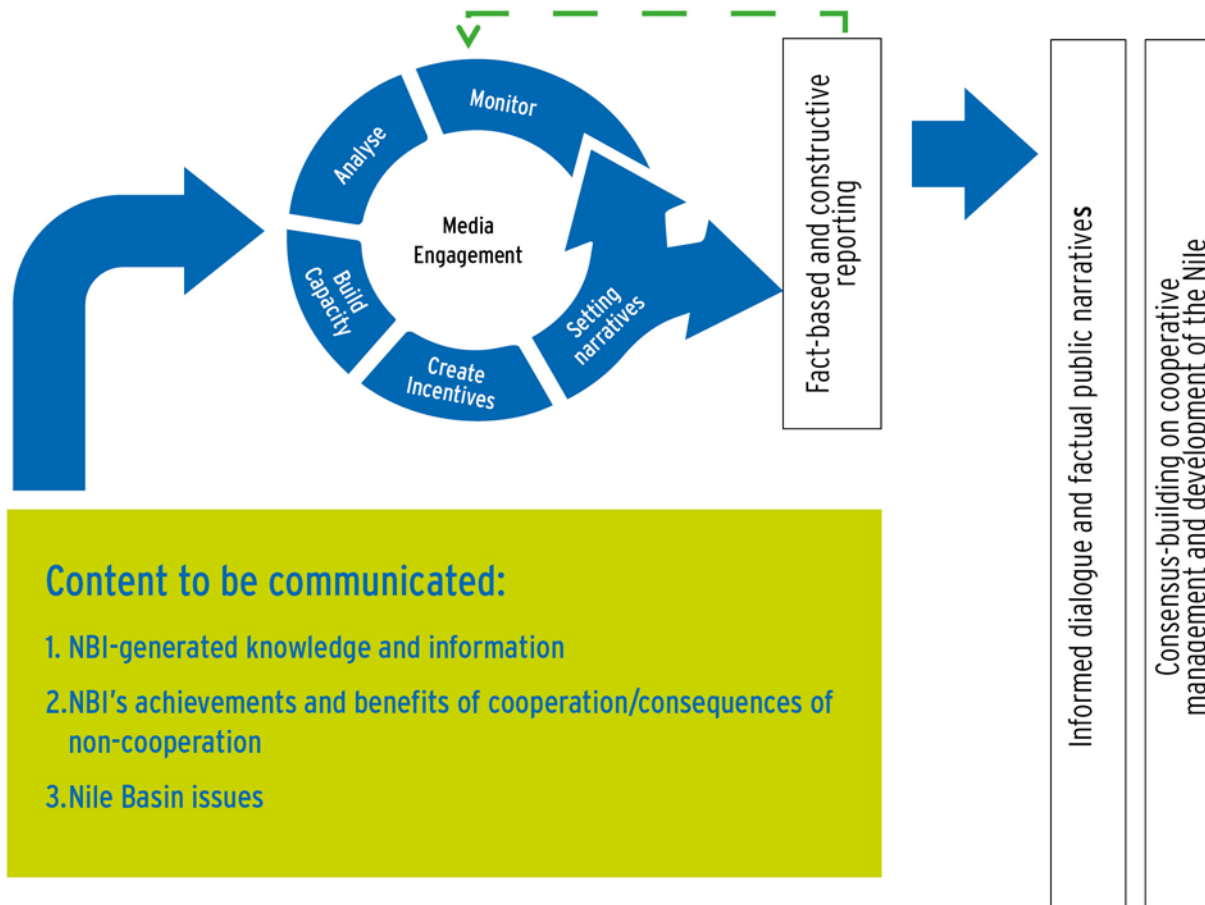
Introduction.

- The goal of the Communication and Stakeholder Engagement Unit at the NBI Secretariat is to strengthen the impact, effectiveness and efficiency with which the benefits of cooperation in the Nile Basin are communicated across the region.
- Role of the media is critical.

Introduction.

- NBI has singled out the media as a channel to amplify factual and constructive narratives on Nile cooperation and Nile Basin issues.
- Continuous media engagement to create an enabling environment.

Creating an enabling environment.



Media Monitoring and Content Analysis.

- Enhanced overview and understanding of the coverage of issues related to Nile Cooperation and the Nile Basin.
- Better respond to trends in the media landscape and enable factual and constructive reporting.
- Serve as a monitoring and evaluation tool to assess the progress made in stimulating more constructive reporting on Nile Basin issues that is conducive to transboundary cooperation.
- Support a more targeted approach to NBI's Strategic Communication.

Setting Narratives.

- Develop corrective/constructive narratives that promote Nile cooperation and places them in lead media through its media engagement.
- **Journalists' sourcebook**

Capacity Building.

- Regional and sub regional level.
- Break down technical issues (incl. infographics).
- Editorial conferences- story pitching.
- Better understanding of the media, what they need in terms of content, how to relate with them.
- Create awareness about content available at NBI, the experts

Capacity Building.



Creating Incentives.

- Nile Media Awards – To recognise journalists for balanced reporting on Nile cooperation and Nile Basin issues.



Events related.

- Editors' meetings
- Press briefings
- Press conferences
- Events coverage
- Press releases



Conclusion - NBI's promise.

- Continue to create an environment for journalists to access a variety of knowledge, information and experts thereby helping ensure high quality, fact based reporting.
- Keep the media regularly informed about issues surrounding the Nile Cooperation, the Nile Basin as well as NBI processes and activities.



NILE BASIN INITIATIVE
INITIATIVE DU BASSIN DU NIL

REGIONAL NILE MEDIA TRAINING

Date: 12 - 16 Dec 2016

Venue: Hotel Villa Portofino Kigali, Rwanda

#NileC



NBI MEMBER STATES



THANK YOU!