



Nile Basin Initiative NCCR Project

2024 Regional Media Training III of Eastern Nile Basin Journalists Terms of Reference for Regional Consultant

1. Introduction

The Nile Basin Initiative (NBI) is a regional intergovernmental partnership that seeks to develop the River Nile in a cooperative manner, share substantial socio-economic benefits and promote regional peace and security. The partnership is guided by a **Shared Vision**: *‘To achieve sustainable socio-economic development through equitable utilization of, and benefit from, the common Nile Basin Water resources.* Shared belief is that countries can achieve better outcomes for all the peoples of the Basin through cooperation rather than competition. NBI was established on 22 February 1999 by riparian countries and continues to be led by 10 Member States namely Burundi, DR Congo, Egypt, Ethiopia, Kenya, Rwanda, South Sudan, The Sudan, Tanzania, and Uganda. Eritrea participates as an observer. NBI was conceived as a transitional institution until the Cooperative Framework Agreement (CFA) negotiations were finalized and a permanent institution created.

Basin Cooperation is to facilitate support and nurture cooperation amongst the Nile Basin countries so as to promote timely and efficient joint actions required for securing benefit from the common Nile Basin water resources. The objective of Nile water resource management is to assess, manage and safeguard the water resource base that supports the peoples of the Nile Basin through applying the principles of knowledge-based integrated water resources management to water development planning and assessment. Whereas water resources development is meant to identify, prepare and facilitate investment in regional/transboundary water development projects and programs whilst

avoiding negative impacts on the health of the Nile Basin's resources through applying the principles of integrated water resources management.

The Eastern Nile Subsidiary Action Program (ENSAP) of the NBI is launched by Egypt, Ethiopia and the Sudan to initiate concrete joint investments and action on the ground in the Eastern Nile sub-basin including power generations and interconnection, irrigation and drainage, flood preparedness and early warning, watershed management, development of planning models and joint multipurpose programs. ENSAP is governed by the Eastern Nile Council of Ministers (ENCOM) and implemented by the Eastern Nile Technical Regional Office (ENTRO)

Training of Eastern Nile Basin Journalists

Engaging the media, keeping them informed through robust communication and participation has been given due emphasis as one of the building blocks of Eastern Nile Basin. ENTRO partners with the media in the member States to raise awareness on the opportunities and benefits of Nile cooperation and the need for the EN countries to work together to address the shared challenges, risks, and threats. At the same time, the media has often misrepresented issues surrounding the Nile Basin and Nile Cooperation mainly due to lack of information/facts. It is important, therefore, to undertake media content analysis to develop a training program that will address identified gaps. The NBI Communication and Stakeholder Engagement Strategy 2018-2023 identifies and prioritizes the media among NBI's key stakeholders, whose support deemed critical to the successful attainment of the NBI Shared Vision Objective. The critical role of media was also recognized by participants attending the 4th Nile Basin Development Forum (NBDF) who later issued a Declaration urging owners of national media houses, reporters, journalists and other media professionals to help create a new norm that brings Nile Cooperation to the forefront of communication agenda setting.

In this regard, Eastern Nile Technical Office (ENTRO) would like to enhance Eastern Nile Cooperation by conducting regional training workshops for journalists in the Eastern Nile countries namely, from Ethiopia, Egypt, South Sudan and Sudan. The aim of the training is to build the capacity of media in the region by equipping them with information and knowledge that will enable them to report authoritatively on issues surrounding Nile Cooperation and the Eastern Nile Basin. In so doing, the aim is to promote wider awareness and enhanced knowledge about

regional cooperation processes in the Eastern Nile Basin countries, by examining opportunities and benefits associated with cooperative water management and development.

2. Scope of the Assignment

The ENTRO is seeking to engage a Regional Consultant to work in consultation with the ENTRO's Social, Environment and communication development Unit (ESDU) to provide technical assistance in facilitating a 2-day regional media training workshop, which will involve journalists from each of the 4 Eastern Nile Basin Countries (Egypt, Ethiopia, The Sudan and South Sudan). The assignment will involve designing a 2-day training programme, including developing topics of discussion for the entire duration of the training workshop in consultation with ENTRO's Social Environment and communication Unit.

3. Specific Tasks

- Develop a methodology on how the assignment will be conducted. The methodology will be finalized following feedback received from ENTRO.
- Design training program for the two-day duration, with daily objectives and expected outcomes.
- In consultation with ENTRO, develop topics for discussion and presentation based on overall objective.
- Mediate group discussions among journalists.
- Facilitate discussions on Nile Cooperation and its role in water resources management and broader economic development between ENTRO water resources management experts and the journalists.
- Select best practices and examples of basin-wide cooperation to be showcased during the training.
- Shape the discussion to manage expectations of participants.
- Organize each day's programme in a time-efficient manner to ensure achievement of the two day's objectives.
- Facilitate presentation on countries experience in transboundary water resources related issues

- Deliver training on topics:
 - ✓ Media ethics, concepts, and principles
 - ✓ Concepts and principles of development communications
 - ✓ Agenda setting and how to develop narration/ stories and distribute them through social media.
 - ✓ Dealing with misinformation and fake news
 - ✓ Nile cooperation and Nile basin Discourse,
 - ✓ NBI's and ENTRO's role and achievement on basin water resources development and Cooperation
 - ✓ Investment opportunities, challenges and implemented projects as part of the basin development
 - ✓ Highlight international transboundary laws and legal framework
 - ✓ Public perception and the role of media outlet in the water resources management and development
 - ✓ Role of transboundary water cooperation in (i) eradicating poverty; (ii) preparing for climate change and (iii) promoting economic development of all countries involved
 - ✓ Principles of media communication in transboundary river context
 - ✓ Hydro-diplomacy and its role in the Eastern Nile Cooperation
- The consultant will Produce a report at the end of the training workshop summarizing the (i) methodology and content developed to prepare for the workshop and (ii) the outcomes of the training workshop with findings, conclusions, and recommendations for future trainings and for cultivating a network of informed journalists in the Eastern Nile region.

4. Deliverables

Deliverables	Number of days
Develop 2-days media training program as well as training materials	8 days
Facilitate training workshop	2 days
Submit methodology and training report	5 days
Total number of days for the assignment	15 days

N.B. The consultant will commence its assignment within 15 days after signing the contract.

5. Experience and required capability of the regional media training consultant.

- ✓ Masters' Degree or higher in Journalism, Mass Communication, International Studies with more focus on communication or related fields.
- ✓ Minimum of 10 years extensive experience in engaging with media.
- ✓ Professional experience in working in Media houses (Editor in Chief, Writer, or Columnist in some Newspapers) in the Eastern Nile region and internationally.
- ✓ Extensive knowledge of and understanding of the issues surrounding Nile Cooperation, the Nile Basin, and Eastern Nile Basin.
- ✓ Experience in working with and delivering training on social media
- ✓ Engaged in several capacity Building for Journalists and media communicator.
- ✓ Clear oral and presentation communication skills.
- ✓ Experience working in multi-cultural environments and delivering trainings to diverse audiences in English.
- ✓ Excellent written and spoken command of English.

In Addition, ENTRO will assist the Regional Media Training Consultant by assigning a national Water Resources Specialist as a resource person, who will present the status of the water resources development and management in the Nile Basin, legal and institutional issues, challenges and Climate Changes impacts. This will help on the discussions and deliberations among participants and how messages can be conveyed to different stakeholders.

6. Duration:

- ✓ The entire assignment will be carried out over a period of 15 working days from the date of signing the contract. ENTRO will cover consultant's travel cost and accommodation during the training workshop.

7. Implementation

- ✓ The Regional Consultant will work in consultation with the ENTRO's ESCU regional officers and will brainstorm on additional tasks to inform the training workshop.