

# NYERI WATER AND SEWERAGE COMPANY LIMITED.

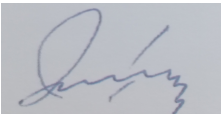


## COMMUNICATION POLICY

## **Forward**

The Nyeri Water & Sewerage Company Limited (NYEWASCO) was incorporated on 23<sup>rd</sup> September 1997 under the Kenyan Companies Act, Cap 486 and became operational in July 1998. The company's broad mandate is to provide water and sewerage services to the residents of the Nyeri Sub -County and its environs. NYEWASCO operated as an agent of the Nyeri Municipal Council until 4<sup>th</sup> October 2005, when the company signed a contract with Tana Water Services Board as provided for by the Water Act 2002.

This communication strategy provides the broad frame work that guides communication to support the objectives of Nyewasco and identifies the issues that needs to be addressed to build understanding and generates support among key stake holders.

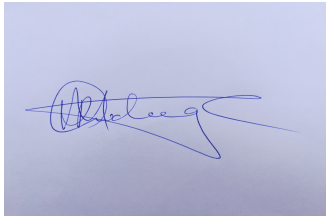


**JOSEPH M. WACHIURI**  
**CHAIRMAN – BOD**

## **Preface**

This policy intends to ensure that there is a constant communication with all the stake holders and will remain engaged with them constantly on strategic issues.

The policy will create focal points at each level to strengthen participation, demand for services and feedback from stakeholders and beneficiaries of the project

A handwritten signature in blue ink, appearing to read 'Peter M. Gichaaga', is displayed on a light blue background.

**PETER M. GICHAAGA**  
**MANAGING DIRECTOR**

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### **Vision**

A world class water and sewerage services provider.

### **Mission**

To provide quality water, sewerage and allied services at commercially and economically sustainable levels through application of outstanding processes and technology to the delight of our customers and other stakeholders.

### **Core Values**

- Customer service
- Ownership
- Environmental consciousness
- Continual improvement
- Teamwork and Efficiency
- Corporate social responsiveness
- Research and innovation

## **1.0 Purpose**

This document sets out the policy of Nyeri Water and Sewerage Company (NYEWASCO) on external and internal communication.

## **2.0 Goals**

### **External Communication**

External Communication should support Nyewasco in pursuing the overall goals as described in its mandate, mission and strategy. The basic mission of Nyewasco is to ensure sustainable provision of safe water and enhanced sanitation services by developing, rehabilitating the infrastructure for life-long enrichment of our stakeholders,” This creates a natural need to communicate to stakeholders. Therefore customer relations (branding, marketing) and stakeholder relation play an important role in the external relations of the COMPANY.

**Second**, external communication should promote overall knowledge and awareness of NYEWASCO among different stakeholders.

### **Internal communication**

Like NYEWASCO’s goals for its external communication, the main goal of the NYEWASCO internal communication is to support the organization in achieving the overall goals described in the Company’s mandate, mission and strategy. Furthermore, the internal communication shall strengthen the organizational culture and feeling of commitment among the staff. Mutual information sharing is an important principle to ensure efficient internal commutation. Staff also acts as a multiplier in reaching other stakeholders.

## **3.0. Guiding Principles**

NYEWASCO recognizes that active communication with different stakeholders and the general public is an integral part of good business and admiration. In order to reach its overall goals for communication, NYEWASCO follows a set of guiding principles.

### **(a) Efficiency**

NYEWASCO uses modern communication technologies in a timely manner to convey its messages to its target groups. Synergies are sought when it comes to using different communication channels. NYEWASCO replies without unnecessary delay to information request by the media and the public.

**(b) Transparency**

NYEWASCO strives in its communication to be as transparent and open as possible. This continues to maintain a high level of accountability.

**(c) Asymmetry**

That recognizes the need to address differentials and imbalances in the NYEWASCO programs and projects.

**(d) User Pays**

That user shall pay according to consumption and that water and sanitation service provisions for the poor shall be enabled by social tariffs.

**(e) Sublimity**

That harmonizes global, continental, regional and national policies, laws and standards as well as underscores the importance of inter-sectoral planning at all levels.

**(f) Subsidiarity**

That provides for broad multi-level participation, decentralization of responsibilities and decision making in accordance with Water Act 2002.

**(g) Sustainability**

That will uphold NYEWASCO systems through cost recovery, pro-poor pricing policy, addressing equity as well as economic and environmental concerns.

**(h) Demand Driven Services**

That will ensure that NYEWASCO demand management has priority over supply management.

**(i) Polluter Pays**

That NYEWASCO operations on water and sanitation services shall be environmental damage is borne by those who cause it.

**4.0 Target Groups**

NYEWASCO's communication has a variety of target groups.

## **External Communication**

### **a) Consumers**

Consumers in both the rural areas are an important audience for the NYEWASCO. The main way of reaching consumers will be reached through the various communication mentioned in the document.

### **b) Policy and decision makers**

The support of influential persons and key policy and decision makers in government departments, civil society, County Government, Members of parliament, development partners, faith-based organizations, provincial administration and social sectors is needed to build a supportive environment for the implementation Nyewasco programs.

### **c) Water service providers and implementing partners**

The NYEWASCO will be able to fulfil its mission through already established WSPs and those that it will recruit. Support of WSPs is therefore critical to the success of NYEWASCO and it will be necessary to increase their knowledge and build their support.

### **d) Support Organizations and collaborating Bodies**

NYEWASCO will deliver its programmes of work through support and partner organizations. It will also work with government departments, NGOs and FBOs. It is therefore important to have communication planned for these groups.

### **e) Regulators**

Regulators including the Waters Services Regulatory Board and the Government have some control over the NYEWASCO. These stakeholders enable Nyewasco to access resources and are central to the existence of NYEWASCO. When this relationship falters, ability of the NYEWASCO to operate can be negatively affected.

### **f) Political decision-makers and public administration**

NYEWASCO's ultimate decision-making body is the Board of Directors.

### **g) Media**

NYEWASCO considers the media as a target group in its own right, but more importantly as an intermediary in reaching other key groups. Therefore the media dealing with water and environmental issues has the priority. The main focus is on the media at the local level as well as the national level.

### **h) General Public**

NYEWASCO's priority in external communication is the key target groups mentioned above. The general public is an important target group for NYEWASCO. To reach this target group for NYEWASCO will often use the other target groups, in particular the media, as multipliers.

### **i) Internal Communication**

Staff NYEWASCO's goal is to recruit and retain personnel that possess the competencies and skills required in order for the Board to implement its strategy. Highly motivated staff coming from different background is also an important multiplier in external communication.

## **5.0 Messages**

**The key message is:**

NYEWASCO increases knowledge on its role and mandate and builds support for the approaches that Nyewasco is using to fulfil its mission.

### **About NYEWASCO (all target groups)**

- NYEWASCO is a company constituted under the Water Act 2002
- NYEWASCO is mandated to provide water and sanitation services under its area of jurisdiction in an economical and efficient manner

### **Water for domestic use (consumers and potential consumers)**

- NYEWASCO provides water for domestic use

### **Human Resources (staff and potential staff)**

- NYEWASCO has a professional and highly motivated staff
- Efficient, multicultural and competent.



## 6.0 Communication Channels

To fulfill its goals for external communication, NYEWASCO employs a variety of communication tools. The most important of them are listed below (and summarized in Table 1). The responsible departments/divisions within the Nyewasco are also mentioned.

Table 1

<b>Target Audience</b>	<b>Concerns</b>	<b>Communication Mode</b>
Water Consumers	Tariffs and Service delivery	SMSs, Mass Media, Barazas, Open days, Religious forums.
TWSB	Assets development, Service delivery and policy updates	E-mail, Circulars, Website, SPA documents, Meetings and Workshops.
COUNTY GOVERNMENT	Lease fees, Dividends, Directorship	AGM, Workshops
Regulatory Bodies	Compliance with Standards	Official Letters
Suppliers	Payments, Financial Stability	Media, E-mail, Phones, letters
Staff	Job Security, Working environment	CBA, T & C Services, Workshops, Memo/Circulars
Development Partners	Areas of collaboration, Good Governance, Capacity Value for money (Impact) Sustainability	Concept note, proposals, Letters, Telephone, E-mail, Meetings
Political and Local leaders	Popularity (Survival) Service delivery	Barazas, Meetings, Letters and circulars, Workshops, Newsletter

### a) Communication Tools

Synergies are sought both in the content and layout of NYEWASCO publications.

### b) Newsletter

NYEWASCO shall publish a quarterly newsletter to inform key target groups about its activities. The material to be used in the newsletter will be published on the NYEWASCO website. PR/Communications has the overall editorial responsibility for the newsletter

#### **c) Annual Report**

The annual report provides for an official account of the Board's activities for a calendar year. It is comprehensive by nature, as it serves as a future point of reference.

#### **d) Internet**

The website is the central platform for all external information NYEWASCO produces. It is up- to – date, reader-friendly and it clearly communicates NYEWASCO's mission.

ICT has the overall editorial responsibility for NYEWASCO's Internet site.

#### **e) Intranet**

The intranet is the most important channel for NYEWASCO internal communication. NYEWASCO staff can easily find information they need to perform their daily work. Internal news is updated in a manner, especially internal memos.

ICT has the overall editorial responsibility for NYEWASCO Intranet site in cooperation with HR.

#### **f) Seminars**

NYEWASCO organizes and participates in seminars with key target groups.

#### **g) Media activities**

NYEWASCO sends press release on its most important activities. Interviews, background talks and trips to locations of important projects are organized to inform the media of NYEWASCO activities. NYEWASCO staff is encouraged to identify topics of possible interest to the media and broader public. PR section in cooperation with the CEO coordinates all media activities for the Nyewasco.

#### **h) Advertising & Sponsoring**

NYEWASCO may use advertising and sponsoring to support its action and reach its target groups. As a public institution, NYEWASCO should carefully consider the pros and cons of any such activity against defined criterial. Advertising and sponsoring should support the activities of the company.

## **7.0. Basic Rules for Communication**

### **a) Responsibility for external and internal communication**

The CEO has the overall responsibility for NYEWASCO's external and internal communication. However, the responsibility is shared depending on the key target groups.

### **b) Spokespersons for NYEWASCO**

As regards public statements on behalf of NYEWASCO, a basic rule is that the key spokespersons for the NYEWASCO (i.e. persons giving on the record comments to the media) are the Chairman and the CEO. However, prior consultation with the relevant departments is desirable in case information is given that is not in the public domain. The management and staff of NYEWASCO are encouraged to identify opportunities for external communication.

### **c) Coordination of Communication**

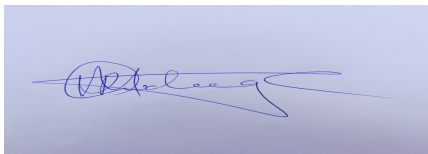
Communication is an integral part of the NYEWASCO's overall process. Key policy messages are discussed in the decision-making meetings of the Board. When items are discussed in the decision making meetings there should be a short suggestion on how they will be communicated both externally and internally. All interview requests and medial contributions are to be channeled through the MD's office.

## **Amendments to the Gender Mainstreaming Policy**

This policy will be subject to regular review and amendments when need arises.

### **Effective Date**

This policy comes into effect on 19<sup>th</sup> February 2016



Signed .....

**MANAGING DIRECTOR**