

Wethiopia



A proposal for the United Nations Development Programme by the 2014 Salzburg Academy on Media & Global Change



INTRODUCTION Wethiopia is an awareness campaign that calls attention to the lack of clean water in rural Ethiopia. Through shared stories on Instagram, and the distribution of bar code stickers around UK and London, Wethiopia allows citizens to educate themselves on water access issues in Ethiopia, while also having the option to easily donate to water projects in Ethiopia. Through the use of social media, Wethiopia gives citizens the power to form virtual relationships with local Ethiopians.

PART I: FRAMING THE PROBLEM

Country: Ethiopia

Issue: Ethiopia struggles from a lack of access to clean water. There exists little infrastructure and support for building access to clean water. Rural communities are impacted more, and there is less awareness about their struggles to access safe and clean water.

Rationale: Of Ethiopia's 99.6 million citizens, only 11% have access to clean water and another 40% live on the poverty line. 84% of Ethiopians also live in rural areas. Due to a lack of infrastructure, many Ethiopians must walk up to 6 hours a day to collect necessary water from unprotected ponds and shallow wells that are contaminated by environmental and human waste. In addition to water sanitation issues, Ethiopia also faces consistent drought. Ethiopia's child mortality rate of 55% is largely due to water-related diseases such as scabies, diarrhea, etc.

The biggest issue is the lack of awareness about the water infrastructure problems that plague rural Ethiopia. The stories of the Ethiopians that struggle to find clean water are often not told, or told by Western media outlets that portray the problem as broad and abstract. The stories of the communities and the families often go untold.

A large majority of economic activity in Ethiopia goes towards agriculture and raising of crops, which takes away from the use of water for basic human sanitation and living needs. The uneven division of water usage is largely due to a lack of infrastructure and education about preserving water and its usages. Our goal is to reach an audience composed of urban Ethiopians who have access to smart phones or social media platforms. Through this audience's use of technology and social media, we will be able to

branch out to more global audiences on the longer run (China, United States of America, Brazil, etc.).

Of the existing media channels, the cellphone is the most popular in Ethiopia. Especially with the advent of smartphones, people in urban areas use their phones to contact each other. For traditional news, the television and the radio are still king. We want to create a conversation that will target each user individually, which means that focusing on people with smartphones is the best way to do so. They are socially connected and can easily access social media like Instagram.

PART II: THE SOLUTION

Our solution:

"WETHIOPIA" an Instagram campaign and network will tell stories about the local communities and individuals who are faced with the challenges of water access. WETHIOPIA will reach out to locals in rural Ethiopia and collect their stories. We will spread their voices & express their identities through pictures, videos and info-graphics that will be posted on our Instagram page. One of the goals of the campaign is for our audience to develop an attachment with the rurals of Ethiopia, not only through their struggles, but also through their culture, family and community. To engage communities across Ethiopia, WETHIOPIA will engage the local art community to embrace local culture and create a network of shared voices. WETHIOPIA will select certain images from its Instagram campaign to create and place customized stickers around congregation points in the cities of Ethiopia. These stickers will have QR codes that lead to our Instagram page, where they can view our stories and support WETHIOPIA.

Our approach is simple and effective, but also visually attractive and artistic. By attracting an audience to our Instagram page online, and by placing our stickers around different locations offline, we will create a trend with our campaign.

Implementation:

WETHIOPIA will need support to pay for designing and editing content and for production of our visual street campaign. The campaign will start during the summer, when water consumption increases due to the high heat. The campaign will last for a year, until the end of the next summer. If popular and successful, we plan to reach other audiences in more developed countries.

The outcome will be evaluated based on the number of followers we have on Instagram, the number of people who access our barcode, QR codes, the number of individuals who actually donate, and finally by the number of infrastructure projects accomplished and lives affected.

Visualization:

WETHIOPIAN



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EDITAR TU PERFIL

WETHIOPIAN



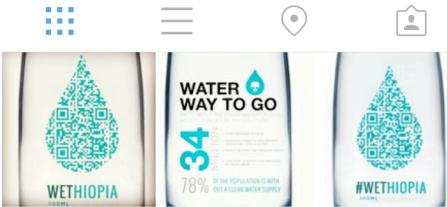
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APPENDICES

1. In-depth country profile

The Federal Democratic Republic of Ethiopia, also known as Ethiopia, is a country situated in northeast Africa, in the area nicknamed Horn of Africa, bordered on the west by the Sudan and South Sudan, the east by Somalia and Djibouti, in the south by Kenya, and the northeast by Eritrea. Its capital is Addis Ababa and it is the largest city of this country. Ethiopia has a total area of 1,104,300 km² and its official language is amharic.¹

Ethiopia lies in the tropical zone. It has three different climate zones depending on elevation- cool, temperate, and hot. In Ethiopia these are also known as Dega (Cool zone), Woina dega (Subtropical zone) and Kolla (Tropical zone).

The minimum temperature during the coldest season is 6° C (43° F) and the maximum rarely exceeds 26° C (79° F). During the summer, August is the hottest month with

1

□ Ethiopia, Infoplease. Online. [Link: <http://www.infoplease.com/country/ethiopia.html>]
31/07/14

temperatures reaching 45°C. The best time to visit Ethiopia is between January and March when clear, sunny days bring average daily temperatures of 25°C (77°F).²

Ethiopia has four seasons per year:

- Kiremt or Meher (Summer) – The summer season includes June, July and August. Heavy rainfall occurs in most of the country during these three months.
- Tseday (Spring) – The spring months are September, October and November and it is sometimes known as the harvest season.
- Bega (Winter) – The winter season are December, January with dry season and with frost in morning especially in February. The driest months are between November to February.
- Belg (Autumn) – Autumn months are March, April and May. The rainy season usually begins in April and ends in September, but it depends on which part or region of a country.

With approximately 99.6 habitants, Ethiopia is the second largest populous country in Africa. There are various ethnicities predominantly the Oromoí and Amharaí groups, with Islam and Christianity as the most commonly practiced religions.

The current president of Ethiopia is Mulatu Teshome. He was elected as president of Ethiopia on October 7, 2013.

The government of Ethiopia is structured in the form of a federal parliamentary republic, whereby the Prime minister is the head of the government. The government exercises executive power. Legislative power is vested in both the government and the two chambers of parliament. The Federal Parliamentary Assembly has two chambers: the Council of People's Representatives with 547 members, who are elected for five-year terms in single-seat constituencies; and the second one is the Council of the Federation with 110 members, one for each nationality, and one representative for each one million of its population. The Judiciary is completely independent of the executive and the legislature.³

2

□ Ethiopia's weather and average temperatures, Africa Travel. Online. [Link: <http://goafrica.about.com/library/bl.ethiopia.weather.climate.htm>] 31/07/14

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□ Ethiopia Profile, BBC News Africa. Online. [Link: <http://www.bbc.com/news/world-africa-13349398>] 04/08/14

In economy, Ethiopia's currency is Ethiopian and its symbol is Br. The currency code is ETB with and inflation of 8.4%. [1.00 ETB= 0.0505408 USD]⁴



The Ethiopian flag consists of three equal horizontal stripes: green represents the land and hope, yellow symbolizes the church, peace, natural wealth and love and red stands for power, faith and blood. In the middle of the flag is the country's coat of arms on a blue circle.⁵

2. Media landscape

The media landscape in Ethiopia has rapidly changed in the past two decades. Only two decades ago, there was only one television service, two radio services, two newspapers, and four magazines.

Now the country has more than 80 languages and it is hard to establish national newspapers, radio or TV programming. A large number of people understand Amharic – so TV, radio and newspapers are available in this language. Only a few newspapers, radio and TV programs are produced in another language.

Mass Media in Ethiopia is mainly composed of radio and television, but the main source of information and news is through the radio. The government maintains a tight control over the news and information. In the main cities, the most favorite source of information is television. However, many people rely on word of mouth, such as what they hear in meetings, local church, or other places of gathering in the countryside.

There are also private newspapers and magazines. The circulation is low, and they are produced mainly in the capital city Addis Ababa and the main towns. The number of privately owned publications has grown and some of them are now available online. Journalists around the world strive to be independent, critical, and objective in their enterprise. Unfortunately this train of thought never really developed in Ethiopia, and only local high-profile journalists object to the country's lack of an independent "fourth estate." Contrary to Western journalists that learn early on that reporting must be

4

⁴ Ethiopian Birr. Online. [Link: <http://www.xe.com/currencyconverter/convert/?Amount=1&From=ETB&To=USD>] 04/08/14

5

⁵ National Flag of Ethiopia, World Flags 101.com. Online [Link: <http://www.worldflags101.com/e/ethiopia-flag.aspx>] 31/07/14

separated from commentary, Ethiopian journalists routinely conflate the two. Journalists try to keep out of trouble with the authorities so they make use of self-censorship.

Access to media in Ethiopia⁶

- Access to publications outside the capital is limited. There is a low literacy rate among Ethiopians and newspapers have a high cost.
- Less than 1% have access to the Internet.
- In rural areas, newspapers cannot be distributed. This is because of a low demand, illiteracy, a weak economy, and the near non-existence of infrastructure. This prevents newspapers from reaching mass readership.
- This is the main reason why media such as TV and radio are important in the main cities.
- In the rural areas, access to TV is extremely rare.
- Radio sets are better distributed. It is more important because it is inexpensive and can be shared by a community.
- Ethiopia Radio (flagship radio station) reaches a potential audience of 45 million people on medium wave. It is just half of the population, according to the Electoral Reform International Services published in 2011.
- Both of these broadcast media channels are useful, because they do not require the viewers and listeners to be literate.

The fact is that broadcast media may be able to fill in some of the educational gaps created by illiteracy and language difference.

The transformation of the media landscape began in 1991-1992. Until the passage of the Press FREEDOM Bill in 1992, the printed press was limited. When the Ethiopian People's Revolutionary Democratic Front came to power, its first act was to give the Ethiopian media more freedom. According to the Government, 385 publications were registered between October 1992 and July 1997. Figures differ, but it is believed that there were 265 newspapers and 120 magazines. The first newspaper appeared when Emperor Haile Selassie I came to power. A weekly newspaper La Se-maine d'Ethiopie, created in 1890 was the first medium in Ethiopia produced in French. In 1885, the weekly newspaper named Aemero was the first published in the national language.

6

□ Ethiopia Media and Telecoms Landscape Guide, Interviews. Online. [Link: <https://internews.org/research-publications/ethiopia-media-and-telecoms-landscape-guide>] 04/08/14

According to Human Rights Watch, the highest point of freedom for Ethiopian media was in the period leading up to the 2005 elections.

3. Background research on issue⁷

Ethiopia has pushed forward demands to develop water resources through hydroelectric power along the Nile. However, for several decades, Egypt has denied other riparian countries complete access to water resources along the Nile, and for that matter has exercised her hegemonic powers over the development and control of the use of water resources in the Nile river basin for many decades. The Nile river basin has survived centuries, and for many years has served as Egypt's economic hub, political power and growth since ancient times.

The impact of Industrialization and mechanization has played a significant role as a result of expansion projects along the Nile river basin. In 2004, the Ethiopian minister for trade accused Egypt of using undiplomatic strategies to control Ethiopia's development projects on the Nile. Said, "Egypt has been pressuring international financial institutions to desist from assisting Ethiopia in carrying out development projects in the Nile basin."

The debate as to whether "water sharing" or "benefit sharing" has dominated many scholarly discourse on the Nile issue, but the lack of political will to cooperate by riparian countries is the number one reason benefit sharing could be difficult to achieve. Several water agreements have been launched since the 1929 Anglo Egyptian water agreement that gave Egypt the exclusive power to monitor development activities along the Nile. The lack of political will is clearly demonstrated by Ethiopia's "apparent consent" to many water treaties that has been passed. The most recent treaty the Nile Basin Cooperative Frame Work Agreement launched in (1997-2007) shows the nature of participation by riparian countries to cooperate to achieving common goals and the allocation of water resources. This lack of political will is also consistent with Teshome argument that the lack of political leadership has exacerbated the situation to the extent that at present there is no international treaty or agreement that binds riparian countries together.

In addition, a problem in benefit sharing cooperative agreements is the fact that many riparian countries come from different political and socio-cultural backgrounds and are therefore prone to series of political and civil upheavals that will endanger any attempt by riparian countries to cooperate for mutual benefit sharing. The most significant one is the Ethiopia/Eritrea conflict that has rocked the region for several years, also the Somalia civil conflicts, the Rwanda Burundi and many others in Sudan have worked to prevent many cooperative agreements to realize their potential. Although mutual benefit is essential, implementation at full potential is unattainable.

7

⁷ The Geopolitics of Water in the Nile River Basin, Global Research. Online. [Link: <http://www.globalresearch.ca/the-geopolitics-of-water-in-the-nile-river-basin/25746>] 04/08/14

4. Related or similar initiatives, successes/challenges

- Water4Ethiopia is an NGO that was founded in April 2009 with the goal of providing clean water to Ethiopian communities. The organization uses donated money to improve or build infrastructure, such as wells, that gives clean water to the local population.

Water4Ethiopia's most recent success was the construction of a capped spring in Beku Golba, a small village situated 60km north of Adis Ababa. The spring now provides clean water to 450 people.

Water4Ethiopia relies heavily on donations, so their biggest challenge is gathering enough funds to be able to complete their projects.⁸

- Wearewater is an NGO that was created in June 2010 with its headquarters in Barcelona. Its goals are to raise awareness about the need to preserve and sustain water resources around the world, and to act where it can in order to provide infrastructure, education, and aid in the world's most water deprived locations.

It works in many locations, such as Ecuador or Guinea-Bissau. In Ethiopia it focuses on providing clean water to the populations that need it the most. In recent years it built wells in the districts of Tena and Zeway Dugda in the Oromiya region of Ethiopia, and taught the necessary skills to the local population meant to help build and maintain these wells.

As with most NGO's, Wearewater relies heavily on donations to be able to complete its project. Wearewater's project is effective but, understandably, requires high funds. The Ethiopian project cost, according to the NGO's official website, up to 20,000 Euros.⁹

- TheWaterProject is an NGO that helps fund projects revolving around water. These include wells, sand dams, equipment meant to collect rainwater, sanitation infrastructure and others. The NGO works mainly in Sierra Leone, Uganda, Kenya, Burkina Faso, and Rwanda.¹⁰

5. Detailed elements of proposal

The budget will be mostly used to fund the printing of labels and stickers for the campaign. The average price to print one label or sticker is US\$ 0.20. For 20,000 items the budget would be close to US\$ 4,000.

8

□ Water4Ethiopia. Online. [Link: <http://www.water4ethiopia.org>] 02/08/14]

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□ We are water Foundation. Online. [Link: <http://www.wearewater.org/>] 02/08/14

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□ The water project: Give water. Online. [Link: <http://thewaterproject.org>] 02/08/14

January	February	May	June	July
Gather stories, photo and video content from locals in rural Ethiopia	Print stickers in preparation for campaign. Filter the gathered content and choose the most relevant.	Scout the main hubs of Ethiopian cities for the best locations for our stickers, where they would have the most impact and views	- Start campaign. - Place stickers in strategic locations. - Get Instagram page up and ready for visits. Prepare for donations.	Final deadline to start campaign if late

Short-term	Long-term
- Raise awareness	- Spread the campaign and reach a global audience

6. List of resources

An Initiative of Ethiopian Media Council: A Media Regulatory Body without the Existence of Media is a Joke, Endalk's Blog New Media, Democracy and Ethiopia. Online. [Link: <http://endalk.wordpress.com/2012/08/14/an-initiative-of-ethiopian-media-council-a-media-regulatory-body-without-the-existence-of-media-is-a-joke/>] 03/08/14

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