NABU

PARTNERSHIP FOR LAKE TANA WATERSHED ETHIOPIA
WATER FOR LIFE

BE WATER WISE!



WATER IS LIFE - SAVING WATER IS IN OUR HANDS

„Water for Life - Partnership for a sustainable future of the Lake Tana Watershed, in Ethiopia“
Supported by the German Federal Ministry for Economic Cooperation and Development (BMZ)

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DEUTSCHE ZUSAMMENARBEIT



Photo: Bruno d'Amicis, 2019

Water for Life – Behaviour Change Campaign

NABU's behaviour change campaign at Lake Tana Watershed

Almost four million people live from the water of Lake Tana and its tributaries in north-western Ethiopia. However, rapid population growth, increasing industrialisation in inappropriate sites within the region, intensification of agriculture and irrigation, and increasing erosion threaten the water resources. Impacts such as dwindling fish stocks, the invasive water hyacinth and declining water quantity and quality menace the livelihoods of up to 200 million people in Ethiopia and others countries in lower course of Nile River.

The Water for Life project aims to build a multi-actor partnership (MAP) structure that will work together to ensure long-term access to safe drinking water, unrestricted ecosystem services and a sustainable source of income in the target region.

So as to achieve those goals, the behaviour change campaign is an essential part of this strategy, and targets to reach the civil society, the regional government institutions as well as the municipal and district administrations, religious institutions, representatives of the commercial sector and academia. The campaign aims to raise the environmental awareness of those stakeholders, and thus create energy to make positive change for the region possible.

Media and means of the campaign

- Trainings and Workshops
- Banners, posters and flyers
- Radio broadcast
- Website, Facebook

Lake Tana Watershed, Ethiopia

Area: 15.000 km²

Population: ~4 Million

Woredas: 29

Kebeles: 429

Largest cities: Bahir Dar, Gondar and Debre Tabor

Main goals of the campaign:

- Raise Environmental Awareness
- Create individual responsibility towards the natural resources
- Bring feasible environmentally friendly measures to each sector group
- Apply modern concepts such as sustainability, carbon footprint, etc. to each different reality
- Encourage the population to take part in the decision-making processes, through workshops and the radio program

For further contact:

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Lake Tana Biosphere Reserve

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