



CALL FOR EXPRESSION OF INTEREST (EOI)

Consultancy to Develop the Policy and Advocacy Strategy and Communication Strategy for the Kenya National Association of Water Resources Users Associations (KeNAWRUA).

1. Background.

The Kenya National Association of Water Resources Users Associations (KeNAWRUA) is the national umbrella body for Water Resources Users Associations (WRUAs) in Kenya. KeNAWRUA works to strengthen community participation in water governance, promote sustainable management of water resources, and enhance the voice and influence of water users in policy formulation and implementation.

Kenya's water sector governance framework has significantly evolved following the enactment of the Water Act 2016, which strengthened stakeholder participation in water resources management through WRUAs and other institutions such as the Water Resources Authority.

As the national representative body for WRUAs, KeNAWRUA plays a critical role in:

- a) Advocating for community interests in water governance
- b) Influencing policy and regulatory frameworks affecting water resources
- c) Facilitating information flow between communities, government institutions, and development partners
- d) Strengthening citizen-led monitoring and stewardship of water ecosystems.

However, to effectively execute this mandate, KeNAWRUA seeks to develop:

1. A Policy and Advocacy Strategy.
2. A Communication Strategy.

These Strategies will guide the organization in influencing policy reforms, strengthening stakeholder engagement, improving institutional visibility, and enhancing knowledge dissemination within Kenya's water governance ecosystem.

KeNAWRUA therefore invites qualified consultants or consultancy firms to submit Expressions of Interest (EOI) to undertake this assignment.

2. Objective of the Consultancy.

The overall objective of the consultancy is to develop comprehensive Policy & Advocacy and Communication Strategies that will guide KeNAWRUA's engagement with policy processes, stakeholders, and the public in advancing sustainable water governance in Kenya.

The strategies should align with relevant national frameworks including:

- a) Water Act Cap 372

- b) Data Protection Act 2019
- c) Access to Information Act 2016
- d) Copyright Act 2001
- e) National policies on public participation and environmental governance.

3. Specific Objectives.

The consultancy will aim to:

1) Policy and Advocacy Strategy.

- a) Develop a structured framework for KeNAWRUA's engagement in water governance policy processes.
- b) Strengthen KeNAWRUA's ability to influence national and county-level water policies.
- c) Define priority advocacy issues affecting WRUAs and water users in Kenya.
- d) Provide tools for evidence-based advocacy and policy engagement.
- e) Establish mechanisms for stakeholder coordination and coalition building.

2) Communication Strategy.

- a) Improve KeNAWRUA's visibility and brand positioning within Kenya's water sector.
- b) Strengthen internal and external communication systems.
- c) Enhance engagement with WRUAs, government agencies, donors, and communities.
- d) Develop digital communication platforms and media engagement strategies.
- e) Ensure compliance with legal frameworks on information sharing, copyright, and data protection.

4. Scope of Work.

The consultant will undertake the following tasks:

4.1 Situational Analysis

- a) Review KeNAWRUA's existing policy engagement and communication approaches.
- b) Conduct stakeholder mapping including government, WRUAs, civil society, development partners, and private sector actors.
- c) Assess gaps in advocacy, communications, and stakeholder engagement.

4.2 Policy Environment Review

- a) Analyse relevant national and regional water governance frameworks.
- b) Identify opportunities for WRUA representation in policy processes.
- c) Review institutional arrangements within the Kenyan water sector.

4.3 Development of the Policy and Advocacy Strategy

- a) The strategy should include:
- b) Policy priorities for KeNAWRUA
- c) Advocacy objectives and outcomes
- d) Stakeholder engagement framework
- e) Evidence generation and research agenda

- f) Coalition-building approaches
- g) Monitoring and evaluation framework for advocacy
- h) Risk and political economy analysis.

4.4 Development of the Communication Strategy

- a) The strategy should include:
- b) Organizational communication goals
- c) Key messaging and communication themes
- d) Target audience segmentation
- e) Media engagement strategy
- f) Digital communication and social media strategy
- g) Internal communication mechanisms
- h) Knowledge management and information-sharing systems
- i) Crisis communication framework.

4.5 Legal and Regulatory Compliance

Ensure the strategies align with:

- a) Data Protection Act 2019
- b) Access to Information Act 2016
- c) Copyright Act 2001

5. Deliverables.

The consultant will produce the following:

- a) Inception Report
- b) Methodology
- c) Work plan
- d) Stakeholder engagement plan
- e) Situational Analysis Report
- f) Draft Policy and Advocacy Strategy
- g) Draft Communication Strategy
- h) Validation Workshop Report
- i) Final Policy and Advocacy Strategy
- j) Final Communication Strategy
- k) Implementation Roadmap
- l) Clear timelines
- m) Roles and responsibilities
- n) Resource requirements.

6. Duration of the Assignment.

The consultancy is expected to be completed by **June 2nd 2026** from the contract signing date.

7. Qualifications and Experience.

The consultant/firm should demonstrate:

- a) At least 7–10 years experience in policy analysis, advocacy, and communication strategy development.
- b) Experience working in water resources management, natural resource governance, or environmental policy.

- c) Strong understanding of Kenya’s water governance frameworks.
- d) Experience facilitating stakeholder consultations and participatory strategy development.
- e) Proven experience working with civil society networks, community institutions, or government agencies.
- f) Excellent analytical, research, and report writing skills.

8. Submission Requirements.

Interested consultants/firms should submit:

- a) Expression of Interest Letter
- b) Technical proposal
- c) Understanding of the assignment
- d) Methodology and work plan
- e) Company/Consultant profile
- f) CVs of key personnel
- g) Relevant experience and references
- h) Financial proposal

9. Evaluation Criteria.

EOIs will be evaluated based on:

- a) Relevant experience of the consultant/firm
- b) Understanding of the assignment
- c) Proposed methodology
- d) Qualifications of key personnel
- e) Cost effectiveness.

10. Confidentiality and Ethical Considerations.

All data and information obtained during the consultancy shall be treated with strict confidentiality and handled in compliance with the Data Protection Act 2019.

Submission Details.

Expressions of Interest should be submitted electronically to:

The Chief Executive Officer

Email; kenyawruas726@gmail.com

**Kenya National Association of Water Resources Users Associations (KeNAWRUA)
on or before 1st May 2026.**