

## **STATEMENT FROM THE VISION 2016 COUNCIL AT A MEDIA BRIEFING HELD AT BNPC ON 28<sup>TH</sup> JULY 2004**

### **1. Word of Appreciation to the Media**

**The Vision 2016 Council would like to thank the Media fraternity for helping it in the promotion of Vision 2016 through its coverage of the Council's events and general reporting on various issues as they relate to the implementation and realisation of the Vision. Following the Media Workshop on Vision 2016 held in April this year, there has been a marked improvement in coverage and commentary on matters relating to Vision 2016. These efforts have gone a long way in raising the level of awareness about Vision 2016 amongst the various stakeholders. The council appreciates these developments and would like to encourage the Media to continue to support the Council. We consider the Media as a strategic stakeholder in our efforts to realise this national dream, Vision 2016. *Le ka moso bagaetsho.***

### **2. Faith/Religious Organisations Workshop**

**As part of the Council's outreach programme, where we engage various stakeholders in an effort to educate the nation about Vision 2016 to create awareness and encourage ownership and implementation, a one day workshop for religious organisations will be held on the 29<sup>th</sup> July 2004 at Boipuso Hall. The objectives of the workshop will be, to establish the level of awareness about Vision 2016 within religious organisations, to educate them about the Vision, and to identify their role in its implementation. Participants have been drawn from various denominations.**

### **3. Vision 2016 Council Newsletter**

**Following the formulation and adoption of its Strategic Plan at the beginning of the year, to guide its operations, the Council has as part of its promotional function, produced a newsletter to**

**report on its periodical activities as well as educate the nation about Vision 2016. The Council considers this endeavour as one of the ways of engaging and reaching out the various stakeholders. We expect feedback in any form from stakeholders, including the Media.**

#### **4. Vision 2016 Awareness Month**

##### **Background**

**Following the commemoration of the Vision 2016 Awareness Week in September 2003, the Vision 2016 Council made an evaluation of the event to determine whether or not the goals and objectives that were set to be achieved through the event have been realised, and to come up with new strategies on how to enhance future commemorations of the event.**

**Amongst the findings of the Council is the fact that, whilst the activities engaged in by the various stakeholders went a long way in increasing the publicity and level of awareness of Vision 2016 within the nation at large, much still needs to be done to enhance internalization, ownership and consequently, implementation of the goals and objectives of the Vision. The evaluation also revealed that a larger portion of stakeholders such as the private sector, Parastatals, some government departments, and the general public, did not play an active role in the commemoration of the Vision 2016 Awareness Week last year.**

**Having considered the above findings, the Council has since resolved that this year's commemorations be held over the whole month of September, and that the event be termed the Vision 2016 Awareness Month.**

##### **Vision 2016 Awareness Month Goal, Objectives and Theme**

**Still basing on the evaluation of last year's commemorations, the Council has resolved to keep the same goal and objectives as**

**last year. The goal will therefore still be to strengthen ownership and implementation of Vision 2016 and the objectives will still be to:-**

- To enhance the involvement of stakeholders in the promotion and implementation of Vision 2016**
- To mobilize and reaffirm sustained commitment by stakeholders towards implementation of Vision 2016**

**The theme for this year will be, *Vision 2016: Ke yame, ke tsaya boikarabelo!* Building on last year's theme, which was chosen in an effort to re-affirm the importance of the role of the individual Motswana in the implementation of Vision 2016, it was considered necessary to add an element of taking responsibility for the realisation of the Vision by all stakeholders, hence the suffix, *ke tsaya boikarabelo*.**

### **Proposed Vision 2016 Awareness Month Activities**

**The period for the commemoration was extended to a month in order to allow stakeholders to plan and stagger the activities over the month of September. Stakeholders are free to identify a specific day or week within the month to carry out their planned activities. However this should be communicated to the Vision 2016 Secretariat in advance to allow for coordinated planning and publicity.**

**Just like last year, various possible activities may be undertaken to commemorate the Awareness month. However, emphasis should be on activities that would help in achieving the goal and objectives of the event as outlined above.**

**A Vision 2016 torch (*Molelo Wa Tebelopele 2016*), will be floated and carried around the country through a specified route which will be communicated in due course. The floating of the torch is intended to highlight the importance of Vision 2016 to the nation**

**and to re-affirm it as a national manifesto born out of a national consensus.**

**Following a launching Parade in Gaborone on Saturday 4<sup>th</sup> September 2004, there will be an Exhibition at the National Stadium, where stakeholders would display how they are involved in the realisation of Vision 2016, according to the respective seven strategic pillars. This idea is not restricted to Gaborone only, and it can therefore be undertaken in other areas where it is feasible to do so. Details of these exhibitions will also be communicated in the run up to the event.**

**The other major activity which has been planned is the Vision 2016 Awards. These awards will be given to individuals or organisations that have shown commitment and compliance to the realisation of Vision 2016 through various undertakings. The criteria for qualification for the Awards and how to be considered for nomination will be communicated prior to the event, and all stakeholders will be free to submit nominations.**

**The awards ceremony will be at a dinner dance organised by the Council through sale of tickets. Stakeholders are urged to support this noble cause just like they marvelously did last year.**

**Other possible activities that may be considered as follows:-**

- 1. Parades and keynote addresses in various districts, villages, towns and cities.**
- 2. Panel discussions and Seminars on the various strategic pillars of Vision 2016, or any topic deemed relevant to addressing issues relating to the Vision.**
- 3. Youth activities including drama, traditional dance, exhibitions and other displays and activities impacting on Vision 2016 and the youth.**
- 4. Courts of Injustice depicting Vision 2016 issues**

- 5. Vision 2016 dinner dances where possible.**
- 6. Radio and Television talk-shows that would allow for interaction with the general public, and addressing bread and butter issues of the Vision.**
- 7. Sports activities that would be organized by the various sports committees in liaison with the respective sports associations.**

### **Management and Coordination**

**Just like last year, the overall management and coordination of the activities will be decentralized to the districts/sub-districts, villages, towns and cities, under the leadership of the District Commissioners and/or District Officers. Where local Vision 2016 Committees are in place, they may have to play a leading role in the organisation of the activities, but where they have not been established yet, the revival and/or beefing up of Committees that organised the events last year may be necessary for them to take responsibility for the activities.**

**Whist committees are at liberty to identify specific days or week for commemorating the Awareness Month, it is important that there is liaison with the Vision 2016 Secretariat in terms of the Vision 2016 Torch if its route affects the particular village, town or city.**

**The Vision 2016 Council will make an effort to assign its members to join different communities in the commemoration of the Awareness Month.**

### **Funding and Promotional Material**

**Due to dire financial constraints, the Vision 2016 Council will not be able to assist in funding and provision of promotional material for the commemorations. Stakeholders, particularly the private sector, Parastatals, Government departments and civic**

**organisations are requested and encouraged to design and produce their own promotional materials for the commemorations, and that such material should depict the theme and where possible the objectives of the commemorations. The promotional materials referred to above include T-shirts, caps, placards, posters, banners and any other paraphernalia that would help to promote the event.**

**The council will supply a limited number of promotional materials (T-shirts and posters) to the Districts, who are also requested to improvise in this regard to make the event a memorable one.**

### **Linkages with Productivity Week Activities**

**As you may be aware, at the Productivity Week Convention held in November 2003 it was resolved the annual commemoration of the Productivity Week should be held during the Vision 2016 Awareness month commemoration. This decision was taken having considered the fact that for Vision 2016 to be realised, it has to be driven by high levels of productivity, and also that the productivity movement in the country involves the same stakeholders needed for the realisation of Vision 2016 goals and objectives. It was, and still is, necessary to synergies efforts towards the attainment of the objectives of both the Productivity Week and the Vision 2016 Awareness week.**

**The organizing committees of both events have since joined efforts in the preparations for activities to be undertaken during this year's commemorations. The programme of activities at the National Stadium, where the Vision 2016 torch will be inaugurated, will involve the participation of either party. However, these joint efforts are expected to be extended to other Vision 2016 Awareness month activities in other parts of the country, particularly in areas where the Torch will pass through.**

**This linkages are however not limited to the Productivity movement only as there will be other stakeholders involved.**

