

**PRESS RELEASE**

**VISION 2016 NATIONAL AWARENESS SURVEY**

The Vision 2016 Council will, with effect from the 14<sup>th</sup> November 2005, conduct a nationwide survey that seeks to establish the level of awareness and understanding of Vision 2016 amongst Batswana. The survey will start in the Okavango region next week Monday and will cover all the districts, sub districts, towns and cities around the country, and is scheduled to be concluded in two months.

The Council found it necessary to undertake this exercise following its endeavors to create awareness and ownership of Vision 2016 amongst Batswana. These efforts includes publicity and promotional strategies such as workshops, Kgotla meetings, Vision 2016 Awareness month, dissemination of reading material such as booklets, posters, brochures, engaging various stakeholders and the utilization of various media.

With ten more years to go before the year 2016, the Council felt the need to make an assessment of the impact of its efforts to be able to make informed judgment and decisions on the progress or otherwise of rallying the nation towards the realization of Vision 2016 aspirations. The survey will also help the Council to review its publicity and promotional strategies in line with the findings there from.

The Council urges Batswana out there to freely state their views to make the results of the exercise credible, reliable and useful.