

## ROLE OF COMMUNICATION IN INCREASING SOCIAL ACCOUNTABILITY: KIIDP II -

### Situation

1. The World Bank financed the construction of roads within the Kampala through KIIDP. The finances were used to design roads and construction of roads with a timeframe.
2. Kampala Capital City Authority is mandated to compensate persons whose land and structures are to be affected by the civil works; yet Government did not have required funds readily available within the project timeframe.
3. Therefore, in agreement with community leaders, the Project embarked on seeking consent from land owners to give the project permission to start construction without financial recompense.

### Results

1. 93.5% property owners voluntarily gave land at no cost, and signed consent forms. 820 out of 877 properties. The remainder have property that is severely affected and shall be restored by the project.
2. Number of grievances reduced from 70% in 2017 to only 10% by end of 2019. This is attributed to availability of project information to communities and quick response and resolution of issues raised.
3. Increased positive public perception and narrative in the media and public domain.
  - a. An independent Customer Satisfaction survey revealed in 2018 that about 90% of Kampala residents are satisfied with KCCA'S improved roads, signalized junctions, street lights and walkways.
  - b. Media headlines are positive such as *"Kulambiro residents are thrilled by new road construction"*, The New Vision Newspaper, February 8<sup>th</sup>, 2019
  - c. Social media feedback is favorable. For example, Catherine Nyakato posted on May 3<sup>rd</sup>, 2019: *"KCCA has drastically changed the image of the City and changed the mindset of the population in appreciating and embracing the change."*

### Approach

1. KIIDP developed a communication and social accountability plan and a Risk Management Plan to guide communications, citizen engagement and mitigate potential risks. Risk associated with the non-monetary compensation approach being pursued in batch II roads.
2. Used Harmonized messages focused on benefits Verses costs to get buy-in and garner stakeholder support. (see Fact sheet attached)
3. Engagement and involvement of key stakeholders – leaders, community, policy makers, opinion leaders and media
4. The team used a multi-faceted media strategy – proactive and not reactive

## **Sustainability**

The project ensured the following were in place for sustainability:

- Ownership – organized community groups under the umbrella of neighborhood watch
- Grievance redress Committees
- Memorandum of understanding with communities

## **Challenges**

- Delays in project start due to procurement process of contractors. This made people who had given land restless ... they were not seeing road works commence.
- Right of Way
  - Obtaining continuous sections
  - Rejection of property values from government by property owners
  - Unknown property owners
  - Absentee landlords
  - Family wrangles
  - Acquisition of land without payment: A few refused this deal, and the threat here is it may jeopardize those who consented.

## **What Critics say**

Criticism of acquisition of land at no cost was proactively countered using harmonized messages and community engagements. The critics raised some of these issues:

1. Government is mandated to compensate all affected persons, with no excuse.
2. The compensation process is fraudulent. Why is GOU selectively compensating some persons affected by the project?
3. Persons who surrender their land at no cost, may turnaround and seek compensation.
4. Some persons are favored and their properties left intact, or walls constructed selectively.

## **Lessons Learned**

1. The poor are more willing to give part of their land for collective development, than the rich.
2. Once communities have given permission to the project to use their land, this must be followed by immediate works (road)
3. Share project updates throughout the project cycle to keep beneficiaries abreast with progress.
4. Use harmonized messages to avoid conflict and misunderstanding or misrepresentation of the project's objective.
5. Provide quick responses to Grievances. Any delays may cause speculation or even protests or indifference or bad will towards the project.
6. There is a sense of ownership of public property – infrastructure, since most individuals consented to use of their land at no cost for road construction.