Government communication takes centre stage at EA PR Week

Regional leaders call for a unified government voice, responsible use of AI and stronger public trust as over 1,000 delegates meet in Malindi.



Information, Communications and the Digital Economy Cabinet Secretary William Kabogo Gitau addresses delegates during the 5th East Africa Public Relations Week and the 21st PRSK Summit in Malindi.

BY HILDA CHESHARI MYGOV)

East African governments have been urged to adopt more coordinated and citizen-centred communication strategies as concerns over misinformation, disinformation and declining public trust continue to grow across the region.

The call came at the 5th East Africa Public Relations Week (EAPRW) and the 21st Annual Public Relations Society of Kenya (PRSK) Summit in Malindi, which brought together more than 1,000 communication leaders, policymakers and media practitioners from eight countries to discuss the future of government communication, governance and regional integration.

Held under the theme "Reimagining Communication in East Africa: Shaping the East African Communication Narrative," the five-day conference brought together communication professionals, public sector leaders and private sector executives to explore the evolving role of strategic communication in a rapidly changing information environment.

The conference coincided with PRSK's 55th anniversary, marking more than five decades of advancing professionalism and ethical standards in public relations practice.

Opening the summit, Information, Communications and the Digital Economy Cabinet Secretary William Kabogo Gitau challenged communication practitioners to become architects of trust and nation-building rather than mere conveyors of information.

"Communication is no longer just about transmitting information. It is about shaping perceptions, building trust and creating meaningful engagement between institutions and the people they serve," said Kabogo.

The Cabinet Secretary underscored the growing responsibility of communicators in an era characterised by misinformation, artificial intelligence and rapidly evolving digital platforms.

Among the conference's most anticipated sessions was a plenary on the implementation of Kenya's National Communication Policy (NCP), led by Patricia Ondeng, Secretary of Public Communications in the State Department for Broadcasting and Telecommunications.

The session, themed "Beyond Reactive PR: Implementing the One Government, One Voice Approach to Communication," focused on strengthening coordination among ministries, departments and agencies to ensure consistent, timely and credible public communication.

Ondeng said government institutions must move away from fragmented messaging and adopt a coordinated communication approach that places citizens at the centre of public engagement.

"The One Government, One Voice approach is not about silencing institutions. It is about ensuring coherence, consistency and credibility in communicating government programmes and policies," she said.

REPUBLIC OF KENYA

Kenya National Highways Authority
Quality Highways, Better Connections

EARLY MARKET ENGAGEMENT NOTICE – WORKS

Country	Republic of Kenya
Name of Project	Lake Victoria Basin Connectivity and Development Project (LVBCDP)
Sector	Transport
Project ID No.	P520201
Financing	International Development Association (IDA), World Bank Group
Implementing Agency	Kenya National Highways Authority (KeNHA)

The Government of Kenya, through the Kenya National Highways Authority (KeNHA), is implementing the Lake Victoria Basin Connectivity and Development Project (LVBCDP) with financing from the International Development Association (IDA) of the World Bank Group.

As part of preparations for upcoming procurement, KeNHA will hold an Early Market Engagement with market players in the transport infrastructure sector. The engagement is consistent with the World Bank's Procurement Regulations for IPF Borrowers and the Project Procurement Strategy for Development (PPSD) for the Project.

Under Component A (Improvement of Intermodal Mobility and Accessibility of People, Goods and Digital Connectivity), KeNHA intends to procure the construction of the following roads, including spur roads, Non-Motorised Transport facilities and associated Civil Works for Optic Fibre Cable:

Package	Nature of Works	Approx. Length (km)
NB Muhuru Bay – Sori – Nyagwethe Road	Upgrading	174
Nyagwethe – Mbita – Homa Bay Road	Upgrading	176
Awasi – Katito – Otonglo – Asembo Road	Upgrading	188
Asembo – Nyamonye – Port Victoria – NB Mulwanda Road	Upgrading	177
Chavakali – Kapsabet – Eldoret Road	Rehabilitation	100
Total		**815**

This notice invites contractors, suppliers, service providers and other industry stakeholders to take part in this non-binding consultation.

Objectives of the Market Engagement

The engagement aims to:

- share preliminary information on the scope, indicative timelines and procurement approach for the proposed works;
- gather market insights on capacity, cost drivers, delivery risks and implementation challenges;
- obtain views on construction methodologies, phasing options and access constraints, to inform procurement planning;
- improve market readiness, supplier awareness and competition ahead of the formal bidding process; and
- provide an open and transparent consultation platform, in line with World Bank procurement principles.

Scope of the Upcoming Procurement

The planned road Works contracts will cover the design and construction of approximately 815km of road, including spur roads and associated optic fibre cable works. The works are expected to be procured under approximately twelve separate contracts. The number, size and composition of contracts are indicative and may change. Procurement is expected to start in the late second quarter of FY 2026/2027 (October–December 2026), subject to the necessary approvals.

Who May Participate

The engagement is open to:

- Local and international contractors in highway and bridge works, built environment, telecommunications and marine infrastructure;
- Engineering and design consulting firms in highways, structures, built environment, MEP and geotechnical services, telecommunications and marine facilities;
- Professional associations and regulatory bodies, including the Institution of Engineers of Kenya (IEK), the Association of Consulting Engineers of Kenya (ACEK), the Engineers Board of Kenya (EBK) and the Architectural Association of Kenya (AAK);
- Providers of construction technology, geotechnical investigation, materials testing and surveying services; and
- Suppliers of construction plant, materials and equipment for road works and fibre installation.

Engagement Format

The session will be hybrid, allowing both physical and virtual participation.

Date	**Wednesday, 18 November 2026**
Time	**10:00 am (East Africa Time)**
Physical venue	**Barabara Plaza Auditorium, JKIA, Nairobi**
Virtual participation	**A link will be sent to confirmed participants.**

How to Participate

To help with planning, please confirm attendance, stating the number of participants, by **Friday, 13 November 2026**, by email to **marketengagement@kenha.co.ke** with the subject line: ***"Early Market Engagement: Lake Victoria Basin Connectivity and Development Project".***

Attendees should be technically competent in the scope of the procurement described above.

Written comments and questions may also be sent to the same address, by **Monday, 16 November 2026,** by those who cannot attend. Any clarification or information given in response will be shared with all interested parties.

Important Notes

- This notice is not a solicitation, invitation to bid, prequalification or shortlisting exercise.
- Participation is voluntary, is not a condition for bidding and gives no advantage in any future procurement. Non-participation will not disadvantage any firm.
- Discussions are non-binding and are for consultation only. KeNHA is not obliged to adopt any view expressed, and no commitment to procure is made.
- Information presented at the session will be made available to all interested parties, so that no participant is treated more favourably than another.
- Attendance does not affect eligibility rules or conflict-of-interest requirements that will apply to future procurement.
- Participants bear their own costs of attendance; KeNHA will not reimburse them.

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Vision: A quality National Trunk Road Network to all for prosperity
Mission: To develop and manage resilient, safe, and adequate National Trunk Roads for sustainable development through innovation and optimal utilization of resources
Core Values: Accountability | Sustainability | Innovation | Teamwork

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