

Water for Ladatti Campaign – Strategy Discussion

Opening

Hello everyone! My name is Suleymen from Ethiopia. One thing I found very interesting from the previous sessions was the idea that movements are sustained not only through urgency and resistance, but also through care, solidarity, joy, and community trust.

→ Break Down the Issue and Power

What is the core issue?

The core issue is the privatization of water access, which threatens affordable and equitable access to clean water for vulnerable communities in Ladatti.

What is the specific grievance and who is the institutional target?

The grievance is that AquaCorp's privatization model will drastically increase water prices and reduce access for low-income communities.

Institutional targets:

- National Government
- Ministry responsible for water/public utilities
- AquaCorp
- Local authorities approving privatization agreements

Who holds the power to change this?

- National policymakers and government ministers
- AquaCorp executives and investors
- Regulatory institutions
- Media organizations influencing public opinion

→ Analyze the Current Situation

What power does the movement have?

- Strong community coalition of women, students, and workers
- Local testimonies and research evidence

- Public support from affected communities
- Ability to organize assemblies, campaigns, and petitions

What can the movement withhold, disrupt, organise, or gather?

- Public pressure and collective mobilization
- Community storytelling and media advocacy
- Peaceful demonstrations and awareness campaigns
- Partnerships with researchers, journalists, NGOs, and health professionals

What are the movement's vulnerabilities?

- Limited financial resources
- Government silence or repression
- Corporate misinformation campaigns
- Internal division or burnout among activists

What could weaken or divide the movement?

- Fear, misinformation, political pressure
- Loss of trust within communities
- Lack of long-term coordination and communication

→ Choose Your Strategies

Strategy / Tactic	Why would this work?	Possible Establishment Response
Community assemblies in all neighborhoods	Builds local awareness and solidarity	Authorities may attempt restrictions
Storytelling campaign using testimonies	Humanizes the issue and counters misinformation	AquaCorp may increase media propaganda
Social media and youth mobilization	Expands public engagement quickly	Online disinformation campaigns
Partnerships with researchers and health experts	Adds evidence and credibility	Government may ignore reports
Peaceful demonstrations and petitions	Increases public visibility and pressure	Police restrictions or intimidation
Coalition building with unions, faith leaders, and NGOs	Strengthens legitimacy and collective power	Attempts to divide coalition groups
Community water rights campaign	Frames water as a human right	Corporate lobbying efforts

→ Find Your Narrative

Core Message

“Water is a human right, not a privilege. Every family in Ladatti deserves affordable and equal access to clean water.”

We want people to feel urgency, solidarity, and collective responsibility. Communities should feel empowered to organize, speak out, and protect public resources together.

→ Closing

Message of Hope to the People of Ladatti

To the people of Ladatti: your voices, unity, and solidarity are your greatest strength. History shows that when communities organize together with courage and care, they can protect their rights and create lasting change. Hope grows when people stand together 🌍💛💧