



Eastern Province Jurisdictional Sustainable Landscape Programme - Emissions Reduction Project-EP-JSLP

PRESS RELEASE

(For Immediate Release)

World Bank Strategic Communication Workshop Strengthens Zambia–Malawi Collaboration in Development Communication

Lilongwe, Malawi-May 29th, 2026-The three-day World Bank Group Strategic Communications Capacity Building Workshop for Zambia and Malawi has successfully concluded in Lilongwe, Malawi, with a strong call for enhanced regional collaboration, strategic stakeholder engagement, and improved communication of development outcomes.

The workshop brought together Public Relations Specialists, Communication Officers, Senior Technical Leads, and Project Implementation Units (PIUs) from Zambia and Malawi to strengthen strategic communication, transparency, public trust, and accountability in development programmes.

Among the participants from Zambia were representatives from the Eastern Province Jurisdictional Sustainable Landscape Programme (EP-JSLP) and the Ministry of Green Economy and Environment, whose participation is expected to strengthen strategic, inclusive, and results-oriented communication in sustainable development and environmental programmes.

Speaking during the closing ceremony, Public Private Dialogue Forum (PPDF) Deputy Director General Jacqueline Chishimba proposed the establishment of a Zambia-Malawi Communicators Network aimed at promoting continuous collaboration, exchange of best practices, and coordinated communication approaches between the two countries.

“The challenges we face in development communication are often shared, and there is immense value in maintaining regional networks for knowledge exchange, professional support, and collective learning,” said Ms. Chishimba.

She emphasized that communicators play a strategic role in bridging the gap between policy and citizens by helping communities understand and appreciate development programmes designed to improve livelihoods.

“As communicators, we are the bridge between policy and people. This responsibility demands professionalism, credibility, responsiveness, and empathy,” she added.

Delivering closing remarks on behalf of Nicole Frost, Manager for Communications and External Relations for the World Bank Group Eastern and Southern Africa Region, World Bank Group Senior External Affairs Officer Loy Nabeta urged participants to continue collaborating beyond the workshop and avoid working in silos.

“It is worth investing in strengthening the communication capacity of staff working on World Bank-supported projects so that communities can better understand the impact and success stories emerging from these programmes,” said Ms. Nabeta.

She reaffirmed the World Bank Group’s commitment to supporting inclusive development initiatives that create opportunities for youth, women, and underserved communities across sectors such as energy, health, education, transport, social protection, and digital development.

“We encourage participants to apply the knowledge, tools, and skills acquired during this workshop to strengthen stakeholder engagement and enhance development communication in both Zambia and Malawi,” she said.

Participants from both countries expressed appreciation to the World Bank Group and the Governments of Zambia and Malawi for facilitating the training and creating a platform for regional learning and cooperation.

Ministry of Energy Principal Public Relations Officer Bob Sianjalika from Zambia described the workshop as timely and impactful, stating that the knowledge gained would greatly improve communication strategies and stakeholder engagement within government programmes.

Similarly, Senior Public Relations Officer for the Roads Authority Malawi, Laurent Kumchenga, commended the organisers for creating an interactive and practical learning environment, assuring stakeholders that participants would apply the acquired skills to strengthen public communication and accountability in project implementation.

The initiative further reinforced regional cooperation and highlighted the importance of strategic communication in promoting transparency, public participation, and sustainable development.

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