

#MetsiALesotho – #LeadByExample Campaign

Leribe/ADIT + ReNOKA focused explainer video working document

Objective

To create a short, high-impact explainer video (60–90 seconds) tailored mostly for youth audiences in Lesotho and beyond, highlighting water, environment, and the #LeadByExample campaign through the voices of the project's identified water champion, Nomaswati Letsolo.

The final video will be used for:

- TV ads
- Programmatic and digital ads
- Social media (YouTube, Instagram & Facebook)
- Web embedding (partner sites)
- Screenings at schools/community events

Tone & Style

- Youthful, dynamic, relatable
- Short sentences, Sesotho-inflected English
- Empowering, hopeful, and rooted in Lesotho's reality
- Showcase authenticity, community, and pride
- Clean branded design with movement, rhythm, and modern transitions
- Music-driven with personal voiceovers by the champion

Storyboard summary + Scripts (both voice over and on-camera):

Section	Visuals	Script (voice/on-camera)
Opening scene	<ul style="list-style-type: none"> Metsi a Lesotho opening frame Aerial shots of Lesotho's river valleys, wetlands, highlands, and water sources – <i>we could use existing shots/capture new ones</i> Drive to Leribe – village pathway Community well/water point <p>Background music: "Metsi A Rona" (we are yet to confirm usage rights)</p> <p>Text overlay: "Water is life – Let's protect it."</p>	<p>Nomaswati introduces herself and the campaign</p> <p>On camera:</p> <p>My name is Nomaswati Letsolo.</p> <p>You may know me as a newscaster or event host, but today, I carry another title close to my heart – I am a Metsi a Lesotho #LeadByExample Champion, part of a powerful European Union-funded initiative under the Global Gateway.</p> <p>Metsi a Lesotho is about more than taps and pipes. It's about dignity, health, and opportunity – especially for women and young people. It's about making sure that everyone, no matter where they live, has access to clean water and proper sanitation.</p> <p>In my hometown, Hlotse Ha Molibeli, water shortages have become part of our daily lives. We've endured years of dry taps. One well, affectionately known as 'piping', has kept us going – but it's not enough.</p> <p>Now, through the Lesotho Lowlands Water Development Project Phase II, co-funded by the European Union, all of this is changing. This project is building the infrastructure to connect a pipeline from the Highlands to the lowlands – bringing reliable water to communities like mine in Hlotse and Maputsoe, as well as Mafeteng and Mohale's Hoek. It means cleaner water, stronger health systems, and a better future – especially during dry spells when water is scarce.</p> <p>And it doesn't stop there.</p> <p>Through the #LeadByExample movement, the European Union is working with partners like ReNOKA, UNICEF, and LLWP II to bring real change – not just in towns, but in classrooms, villages, and catchment areas across Lesotho. Together, we're promoting water conservation, land restoration, and community-led solutions that reflect our own values and traditions.</p> <p>#LeadByExample is more than a hashtag. It's a call to action. It reminds us that small, everyday choices matter – and that when we act together, we create ripples of change. Whether it's fixing a pipe, planting to stop erosion, or teaching our children about clean water, each action adds up.</p> <p>Join me and #LeadByExample.</p>

LLWP II spotlighting	<ul style="list-style-type: none"> • Drive through the tunnel • ADIT connection by LLWP II • Aerial view of large water infrastructure (pipework, pump) 	<p>Simple explanation; stats; jobs; impact</p> <p>On camera: Come with me as we discover how clean water, caring for our land, and working together are helping Lesotho's people live better.</p> <p>Voice Over to support on-screen visuals:</p> <p>In Lesotho, most of our population lives in the lowlands, so it would make sense to have the infrastructure in place for our people to live and prosper.</p> <p>The Lesotho Lowlands Water Development Programme Phase 2 aims to build various types of infrastructure, including pump stations, intake structures, reservoirs, treatment stations, and conveyance systems, to supply water to Hlotse and Maputsoe as well Mohale's Hoek and Mafeteng.</p> <p>LLWP II brings clean water from the highlands down to lowland villages. This starts at a place called the ADIT, where water tunnels open deep underground.</p> <p>From the ADIT:</p> <ul style="list-style-type: none"> • Pipes carry water across mountains. • Pump stations push water long distances. • Treatment centres make sure the water is clean. • Tanks hold water so it does not run out. <p>As a result, nearly 280,000 people will soon have access to safe drinking water, and 20,400 will benefit from improved sanitation facilities in these areas.</p> <p>Through funding attained from the European Union, the European Investment Bank, and the World Bank, the Programme is able to support long-term technical solutions and infrastructure to ensure water security for domestic and industrial uses. Moreover, jobs and skills will be created along the way, translating into bringing power to our people so that we can promote and grow the economy to benefit all people of Lesotho.</p>
ReNOKA spotlighting	ReNOKA catchment including aerial shots: showcasing terraces, erosion control etc.	<p>Explain why fixing land helps water and farms</p> <p>Voice Over (to introduce the ReNOKA spotlight): The signs of the climate crisis are all around us – in our rivers that run dry, in the soil that no longer holds, and in the land that struggles to breathe.</p>

		<p>In response, Lesotho has chosen a bold and hopeful path – a homegrown movement with a powerful name and an even deeper meaning: ReNOKA – <i>we are a river</i>.</p> <p>Just as many small streams join to form a mighty river, ReNOKA brings together communities, farmers, traditional leaders, experts, and young people – flowing as one to restore our land and protect our water.</p> <p>Supported by the European Union, ReNOKA is more than a project – it is a partnership, a shared commitment to care for the source of life. Together, we are working to heal Lesotho’s rivers and catchment areas, reduce erosion, and safeguard water for generations to come.</p> <p>This is not just environmental work – it is nation-building, rooted in the belief that we are the river, and the river is us and together, we can #LeadByExample</p> <p>Cut to Noma pointing towards a stream, walking us through and explaining: As you can see, down the stream, ReNOKA is bringing life back to our land by tackling degradation at its source – in our catchments and watersheds.</p> <p>In places like Ha Khabo where we are today, areas have been identified where the land is at risk. When rain runs heavily down the hills, it carves deep gullies that damage land and erode the soil.</p> <p>So ReNOKA works with communities to:</p> <ul style="list-style-type: none"> • Build stone and wire walls (gabions) to stop gullies from spreading • Make small silt traps to catch dirty water • Dig terraces so fields hold more water • Spread erosion blankets – a mat of natural material that holds soil in place <p>When our land can hold water again, it helps farms grow and our rivers stay clean. That's how ReNOKA shows that protecting land means protecting our water – and our future.</p> <p>We all have a role.</p> <p>You can be part of it.</p> <p>Let’s lead by example – together!</p>
Closing	Nomaswati close-up, graphic overlay + closing frame.	<p>Emotional sign-off; closing frame + #LeadByExample</p> <p>Together builds stronger: call to action</p> <p>If we all do our part, we will all feel the difference.</p>

		<p>Let's unite around water. Let's protect it. Let's use it wisely.</p> <p>And let's build a stronger, more sustainable Lesotho – together.</p> <p>Join me. Let's #LeadByExample.</p>
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Story Board

Scene: Drive to Leribe, and Noma's community in Leribe, the community well, adit connection by LLWP II, aerial view of large water infrastructure

