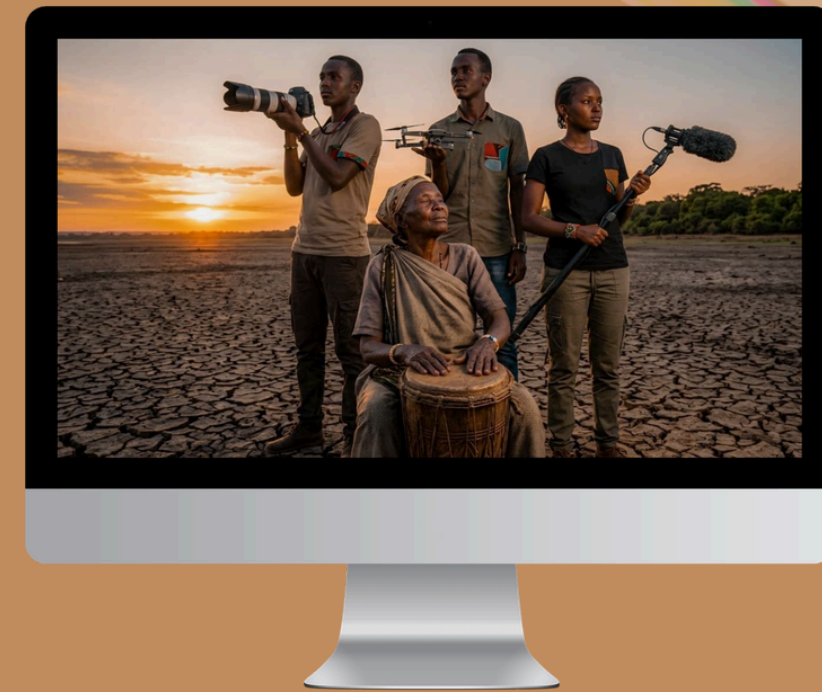


# PROJECT: VOICE OF THE DELTA

Digital Storytelling & Marketing



 [www.shieldofheritage.com](http://www.shieldofheritage.com)

 [shieldofheritage@gmail.com](mailto:shieldofheritage@gmail.com)

 Ngao, Tana Delta



# INTRODUCTION

Tana Delta has the stories. The culture. The beauty. The pain. The hope. We have the oldest Swahili roots in the Pokomo people. We have Mau Mau history in Hola. We have wildlife that once included the big five. We have a Ramsar site and a UNESCO tentative location. We have elders whose memories hold centuries of knowledge.

But the world does not know us.

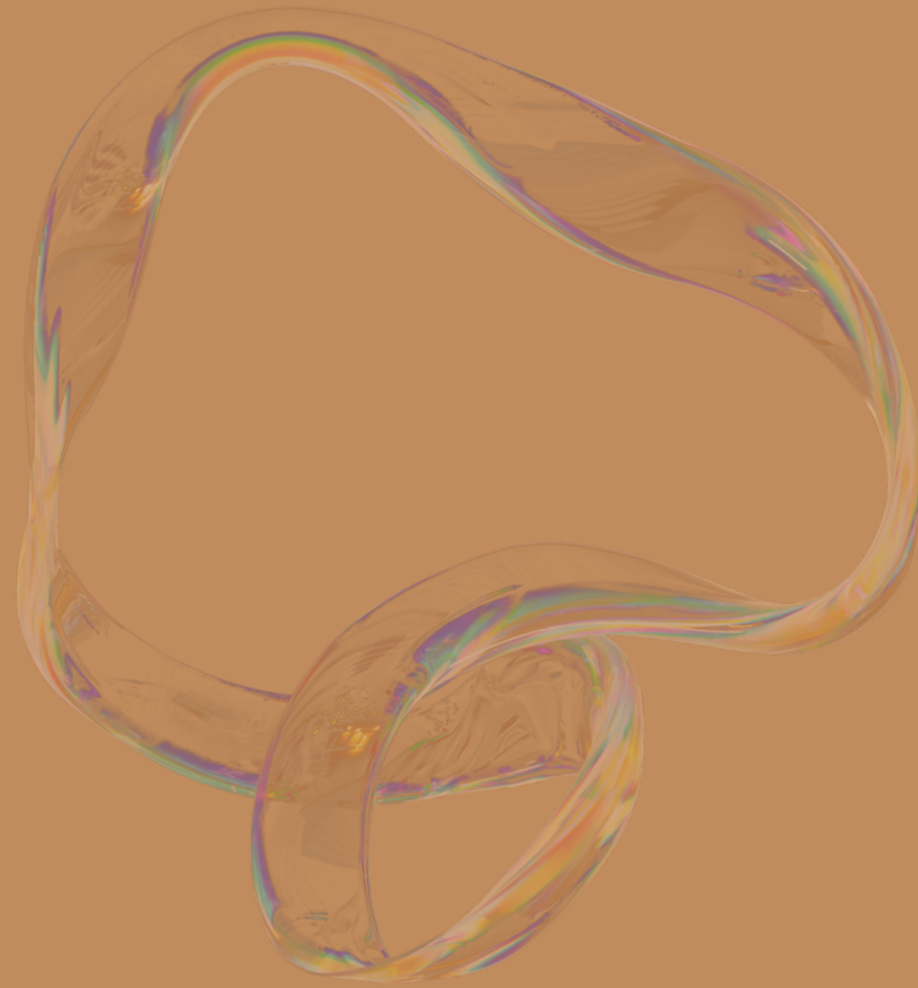
Not because we lack value. But because we have lacked voice.



# PROBLEM STATEMENT

Our stories remain trapped in our villages. They are spoken only among ourselves, shared only with those who already know them. The result is a silence that has lasted too long:

- Elders pass away every year, taking with them oral histories, songs, and traditions that can never be recovered.
- Youth grow up disconnected from their own heritage because they have never seen it presented as something valuable or exciting.
- Investors cannot invest in what they cannot see. Tourists cannot visit what they have never heard of.
- Researchers and partners pass us by because we are invisible in the spaces where they look —online, in media, in global conversations.
- We remain marginal not because our story is small, but because our storytelling tools are weak.



# SOLUTION

We are building a youth-led Marketing and Digital Storytelling Team equipped with modern tools to broadcast Tana Delta to the world.

## The Tools

- Professional cameras to capture high-quality photos of our landscapes, wildlife, cultural practices, and daily life.
- Drones to show the delta from above—the scale of Lake Shakababo (past and future), the river's path, the forest's expanse and wildlife we can't reach physically.
- Laptops and editing software to produce professional documentaries, short films, and social media content.
- Digital data storage to create a permanent archive of oral histories, interviews with elders, photos, and videos for future generations.
- Smartphones and communication tools to coordinate content creation, share across platforms, and engage with global audiences in real time.



# THE CONTENT

Our team will produce:

- Documentaries telling the deep stories of the Pokomo, the Mau Mau history, the delta's ecology, and our struggle for restoration.
- Social media content for Instagram, TikTok, YouTube, and Facebook showcasing cultural ceremonies, wildlife, daily life, and project progress.
- Virtual tours allowing people anywhere in the world to experience Ngao Museum, Lake Shakababo, and the delta from their screens.
- Digital archives preserving every elder's voice, every song, every story—forever.

## The Team

The storytellers will be local youth—trained in photography, videography, editing, and social media strategy. They will not be outsiders telling our story for us. They will be us, telling our own story, in our own voice, on our own terms.



# POSITIVE PERMANENT SOLUTIONS

## Visibility

Tana Delta appears on global platforms. The world finally sees what we have always known.

## Tourism Growth

Tourists arrive because they have seen our beauty online. They come with cameras and curiosity—and leave with money spent in our community.

## Investment Attraction

Partners reach out because they know our story. Funders fund what they can see and understand.

## Youth Empowerment

Young people gain professional skills in media, marketing, and technology—qualifications that serve them for life, whether here or beyond.

## Elder Preservation

Every elder's knowledge is recorded, archived, and honored. No story dies again. No voice is lost.

## Cultural Pride

When young people see their culture celebrated online, they value it. When they create that content themselves, they own it.

## Narrative Control

We stop being the subject of other people's documentaries. We become the authors of our own story.

## UNESCO Momentum

Every video, every post, every documentary builds the case for World Heritage recognition. The world cannot ignore what it sees.

# CONNECTION TO OTHER PROJECTS

This project multiplies everything else we build:

For Ngao Museum

Virtual tours bring the museum to global audiences before they ever visit. Content attracts visitors who then come in person.

For Delta Restoration

Drone footage documents the damage and later proves the recovery. The world watches the river come back to life.

For Ngadzi Repatriation

A global campaign needs global visibility. Stories, videos, and social media pressure build the case for the drum's return.

For Tsavo Gateway

Beautiful content showing the delta-gate connection attracts tourists to this new entry point.

For Cultural Festivals

Live streams and recorded highlights extend our festivals far beyond those who can attend in person.



# SUMMARY

Before:

- Our stories die with elders
- Youth have no platform
- Tourists have never heard of us
- Partners pass us by
- Others tell our story
- We are invisible

After:

- Our stories are preserved forever
- Youth are professional content creators
- Tourists arrive because they saw us online
- Partners reach out to us
- We tell our own story
- The world sees us

