

## WASH SDG Programme Global Learning and Knowledge Development: Advocacy and Influencing Learning clinic WASH LKD

Community of Practice: Briefing Note –  
Arjen Naafs and Vera van der Grift

01 December 2022

Agenda – full recording [here](#), full presentation [here](#)

Theme	Time
Welcome and introduction	5 min
Scene setting	20 min
Buzz groups	5 min
Question and Answer	10 min
Case study: Ethiopia	10 min
Case study: Zambia	10 min
Question and Answer & Open discussion	25 min
Next steps & closing	5 min

### Advocacy and Influencing and WASH – Take Home messages ...

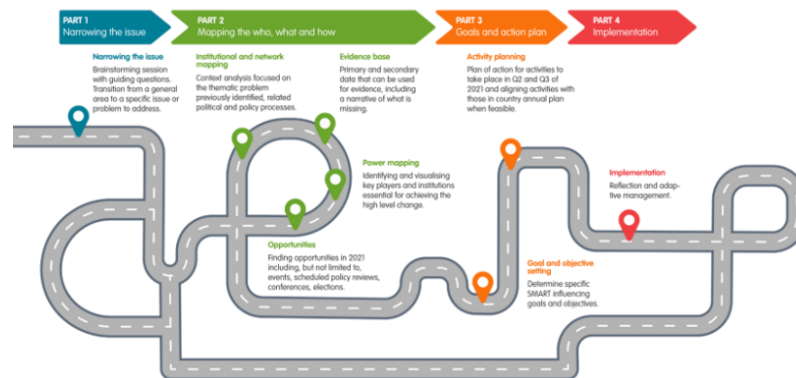


**Elynn Walter** is an advocacy professional and holds a master's degree in global public health. Elynn has worked in US and global advocacy providing strategic guidance and training to the WASH and related sectors.



**Evita Rozenberg** is a Policy Advisor to UN 2023 Water Conference at Ministry of Foreign Affairs of the Netherlands and candidate for the local elections of D66 (political party) in The Netherlands

#### Advocacy and Influencing overview



- Scene setting - Elynn Walter (IRC Advocacy work), Evita Rozenburg (Ministry of Foreign Affairs on water debate globally)
- Advocacy was described as a deliberate process aimed at influencing decision makers based on evidence. While Advocacy and influencing were different concepts, these have been used together or interchangeably. Advocacy approaches are diverse, and include, lobbying, campaigns, translating research into evidence to back arguments, and creating champions (people as a voice at community level, in government, etc), which was considered one of the most powerful among the advocacy approaches.
- Freshwater conservation and WASH advocacy strategy workshop: [facilitator's guide](#) - The guide covers steps required for engaging effectively with decision-makers; increasing the impact beyond programmatic solutions; and influencing individuals, organisations, policies, regulations, and financing. The four-day workshop outlined in the guide is designed to introduce advocacy and provide the rationale for the important role advocacy and influencing play to advance freshwater conservation and WASH at national and sub-national level goals through changes in policies, budgets, and practices.

### Key steps in the process of advocacy

1. **Knowing the issue**, you are trying to address or change you want to see
2. **Planning advocacy**: While advocacy is at times opportunistic, planning advocacy is important as this enables one to identify and narrowing down the issue, and identify who has the power to make the change needed. This is through conducting institutional and stakeholder mapping, and power mapping (both formal e.g. government, and informal power e.g. traditional leaders).

The above process is the same in any issue e.g WASH and Climate Change, WASH and Health, etc.

### Perspectives to WASH and Climate Change:

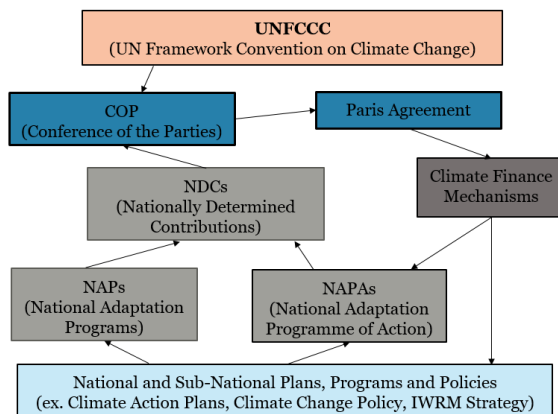
Two perspectives are evidenced in the WASH and Climate Change nexus:

- (a) Embedding WASH into Climate Change decision making, and
- (b) Embedding Climate Change in WASH decision making.

The latter is most predominant (embedding climate change in WASH decision making), with advancements registered at all levels. The former (WASH in Climate Change decision making) is rather still slow, and more needs to be done to see this happen at multi-scale. It is important that participants understand the positioning of climate in their respective countries as a first step to developing a strategy for advocacy on Climate Change and WASH. The relevant policies at the national level are climate change adaptation and mitigation (NAPS and NAPAs), presenting a great opportunity and avenue to influencing WASH in Climate Change.

### Advocacy and influencing

Visual representation of climate change policies



### Sharing experiences from the field (Ministry of Foreign Affairs)

Advocacy in government structures and systems is difficult because of the complexity in government. Working with government means one is faced with both government internal influencing and government to government influencing. A third dimension sometimes arises with a need to influence other member states for example the feminist foreign policy by the Netherlands Government.

Advocacy recommendations from [advocacy toolkit](#).

1. Be clear about the issue you are talking about and be precise about the 'Ask' (i.e., how they should address the issue amongst the so many competing priorities)
2. Clarity on who is your target audience.
3. Measure your advocacy successes. Advocacy is hard work and important that even the little successes are measured and acknowledged. Even getting an issue tabled for consideration at global conferences such as the COP is a victory as there were so many other competing demands.

Measurement in advocacy involves setting smaller objectives that build to a bigger outcome/contribute to the bigger picture - things that can be measured and demonstrate that you are having some success along the way. CSOs tend to lobby even at the highest levels, and their successes trickle down to country level. Develop advocacy partnerships around common objectives/agendas.

## Advocacy strategies in Adaptation

- Cross institutional cooperation to increase dialogue on common topics such as gender equity.
- Being at the seat of the table when discussing WASH
- Influence budget to increase climate resilience for WASH.

## Resources for Advocacy systems development

- IRC WASH System Academy course "[advocating for universal](#)" on the [WASH systems academy](#)
- Water conservation and WASH nexus
- Look up for resources on evidence-based advocacy and related tools such as power mapping. Eg. [Power mapping — Beautiful Trouble](#)

**"The most common way people give up their power is by thinking they don't have any."**  
Alice Walker



## Take home messages from participants.

- ✓ Ideas on how to diversify CC in the WASH agenda (different strategies on advocacy in the NAPs)
- ✓ Advocacy is a planned process/purposeful and intentional.
- ✓ WASH and CC are inseparable and need to continue to advocate for the synergies.

## Case study – Ethiopia by Gezahegn Lemecha Boru [WASH Alliance]

The case is based on a project being implemented. While Ethiopia is regarded the water tower of Africa, vulnerability to climate change is high, with some areas with abundance, and others face severe scarcity. The NGO takes a pilot approach and have concentrated in a few areas and depend on Government to scale up the best practices in the rest of the other regions. Government however has argued that their interventions were not scaled out and not representative enough, thence need to influence government to appreciate the NGO interventions. The NGO adopted alignment of all interventions with government policy and programmes as an advocacy strategy.

This however was faced with a set-back as the government officials invited to participate on the projects did not report back to their institutions and this was a challenge to the advocacy strategy. The NGO has since influenced the creation of a CSO liaison unit within government to mitigate this challenge and have had to adjust their mode of engagement with government to fit the new circumstances while strengthening the relationship.

**A key take home** from this case study is that advocacy work may call for flexibility and to be open to opportunities to build on your strategy through a different approach.

## WASH SDG Programme

### Learning clinic WASH LKD

#### Scaling up CR WASH initiatives in lowlands of Ethiopia

December 1, 2022



## Case study - Zambia by David Banda/SNV

The SNV advocacy objective is to influence key policies and processes, targeting Local authorities and commercial utilities (CUs). In relation to climate change, government dialogue focused on national food and health systems, with almost no attention given to WASH issues. The situation however changed with the climate change effects and impact on WASH infrastructure, and the national utilities demanding for more attention to Climate Change, and need for guidelines for the water sector to identify and address impacts of Climate Change. Comprehensive Guidelines were developed, addressing the identification and management

### Policies on Climate change

- Climate change in Zambia has for the longest time been recognized as a disaster due to its drastic impacts on national food and health systems.
- Relevant policies and strategies to directly respond to the climate crisis are in place in Zambia.



of the risks. These were piloted but the effort was never sustained. SNV changed approach and instead began facilitating dialogue across the utilities and offered to help the utilities to use the guidelines more effectively by helping them to better understand the guidelines and their roles/responsibility, and also provided feedback to the regulator. The next step was to involve other commercial utilities and ensure that the guidelines are operational.

**The take home** from the case study is taking advantage of an opportunity such as supporting CUs to implement the guidelines, to their advantage to mainstream climate change, and also to the advantage of the regulator and author of the guidelines.

### Q&A Session/discussion/participant take homes.

- Advocacy also calls for a good understanding of the processes of your target e.g for budgets, you need to understand the budget processes.
- Need to look broader to other areas outside CC - a more holistic approach and involving a multiplicity of sectors.
- WASH project interventions are short term and yet the process you wish to address is long term e.g policy implementation.
- Working with others - partnerships e.g who is championing climate and how do you get them on board.
- Influencing your target audience to a level that they can think together with you is important.

Accountability issue for example in the case of Zambia; *Why is the regulator not performing effectively, or why is the commercial utility not adopting as expected.* This situation may call for a facilitative role to help either or both sides clear out their issues and to develop a mutual relationship. Avoid a situation of instigating demand for accountability on either side.

### Forthcoming learning clinics

Feel free to provide feedback and suggestions [here](#) and see the feedback received till date [here](#)

The fifth and final Learning Clinic of the WASH SDG is scheduled on Tuesday, **24 January 2023 09:30-11:30** it will focus on consolidation of learning.

If you have anything you would like to share from your sub-programme, please contact [Vera van der Grift](#). Should you have questions in advance, please submit them [here](#).

### See also past learning clinics and the Briefing Notes:

1. Climate Change and Sanitation learning clinic WASH SDG view the discussion led by Prof. Barbara Evans and the two case studies: [Briefing note](#), [recording](#) and [bonus session](#)
2. Climate change, Water resources & WASH view the discussion led by Vincent Casey and the three case studies: [Briefing note and full recording](#)
3. Climate Finance and WASH Learning clinic WASH LKD. Read the [briefing note](#) view the discussion led by Dr. Catarina Fonseca and the case study on Bangladesh presented by our colleague Alok Kumar. Find the full recording [here](#)
4. Advocacy and influencing – Climate change and WASH. Find the [Briefing Note](#) and full recording [here](#)