FRESHWATER CONSERVATION AND WASH

ADVOCACY STRATEGY WORKSHOP

REPLACE W/LOCATION
REPLACE WITH WORKSHOP DATES

AFRICA BIODIVERSITY COLLABORATIVE GROUP
WORKSHOP OBJECTIVES

- Introduce advocacy and create a foundation of knowledge and understanding of advocacy concepts and approaches.
- Understand current advocacy priorities for your organization’s integrated Freshwater/WASH portfolio.
- Understand and apply the key elements of advocacy strategy design — specifically identifying the advocacy issue, goal and objectives; decision-maker and influencer identification; and message design and execution — tailoring messages to target audiences.
- Build upon and learn from existing advocacy and influencing experiences and expertise.
STEP 1
Advocacy Issue, Root Causes and Identifying Your Evidence Base

STEP 2
Advocacy Goals and Objectives

STEP 3
Decision-makers and Influencers

STEP 4
Opposition and Obstacles

STEP 5
Advocacy Strengths, Limitations and Partnerships

STEP 6
Advocacy Approaches and Activities

STEP 7
Crafting Advocacy Messages

STEP 8
Measuring Advocacy Progress and Adaptive Management

ADVOCACY STRATEGY ROADMAP
AGENDA

- **DAY 1**: Introductions, advocacy terminology and elements, advocacy issues, root causes and evidence base
- **DAY 2**: Advocacy goals and objectives, stakeholder mapping
- **DAY 3**: Advocacy strengths, limitations and partnerships, advocacy work planning, messaging
- **DAY 4**: Measuring advocacy progress and adaptive management, next steps

Write a definition of advocacy on the cards provided
Advocacy is the process of strategically managing and sharing knowledge to change and/or influence policies and practices that affect people’s lives.

**ADVOCACY**
- Is a deliberate process
- Aims to inform and influence decision-makers
- Seeks to changes that are evidence-based
DEFINING ADVOCACY

- Advocacy is the practical use of knowledge for purposes of social changes directed to government policies, laws, and procedures.
- Advocacy supports an issue and persuades the decision-makers on how to act in order to support that issue.
- Advocacy is a process, not a one-way activity.
- Advocacy is about motivating and mobilizing the community. It starts with a small group of people who share concerns about a specific problem and are willing to devote time, their experience and resources available to reach the desired change.
ADVOCACY APPROACHES

ADVOCACY APPROACHES INCLUDE BUT ARE NOT LIMITED TO

- Lobbying
- Campaigns
- Meetings with government officials
- Translation of research
- Education/influencing events
- Consensus building and/or
- Creating champions

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Lobbying is a form of advocacy that involves directly engaging with decision-makers, particularly a politician or public official who has control or significant influence over a policy, piece of legislation or regulation.

**EXAMPLES OF LOBBYING:**

- Asking your Member of Parliament or representative to introduce, amend or vote for or against particular legislation
- Direct citizen outreach to parliamentarians, representatives or other government officials asking them support or oppose specific legislation or regulations
- Online or written petitions asking for legislators to support or oppose particular legislation
EXPERIENCES WITH ADVOCACY

BASED ON THE DEFINITIONS

What have you done in the last 6 months or year that you would consider advocacy?
ADVOCACY STRATEGIES

- Differences between ad hoc and formal advocacy
- Advantages of collective voice
- Cohesive messaging to inform policy and practice
- Building strong grassroots movements
- Changes in policies and budgets
- Implementation of policies and laws
PARTS OF AN ADVOCACY STRATEGY

PART 1  Advocacy Issue, Root Causes and Identifying your Evidence Base

PART 2  Advocacy Goals and Objectives

PART 3  Decision-makers and Influencers

PART 4  Opposition and Obstacles

PART 5  Advocacy Strengths, Limitations and Partnerships

PART 6  Advocacy Approaches and Activities

PART 7  Advocacy Messages

PART 8  Measuring Progress and Adaptive Management
COUNTRY CONTEXT PRESENTATION

FIRST NAME

LAST NAME

*title/affiliation*

(Insert name(s) and title/affiliation of who will deliver the country context presentation(s).)
# IMPLEMENTATION V. ADVOCACY

<table>
<thead>
<tr>
<th>DECISION-MAKER (TARGET) OF THE MESSAGE</th>
<th>ASSOCIATED SOURCE OF THE CONTENT</th>
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<tbody>
<tr>
<td>DESIGN</td>
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<tr>
<td>Focused on key conservation targets and focus on threat reduction</td>
<td>Focused on advocacy issues and focus on addressing root causes</td>
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<td>GOALS</td>
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<tr>
<td>Tied to conservation targets</td>
<td>Tied to advocacy issues and root cause</td>
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<td>OBJECTIVES</td>
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<td>ACTIVITIES</td>
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<td>Developed with the focus on addressing threats and achieving set objectives/intermediate results reflected in the activity’s Theory of Change</td>
<td>Developed with the focus on influencing target decision-maker</td>
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<tr>
<td>Aimed at measuring the progress toward expected change</td>
<td>Aimed at measuring the process and incremental changes along the way</td>
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A GOOD ISSUE FOR ADVOCACY IS...

- A current objective or focus area of your program’s work
- Based in evidence
- Can be improved with advocacy (a change in policy, implementation of an existing policy, change in budget, etc.)
- Possible to do in 3 – 5 years
- Specific and clear
ADVOCACY ISSUES AND ROOT CAUSES

QUESTIONS ABOUT ROOT CAUSES

- Can a policy change or implementation of an existing policy help improve the root cause?
- Does your organization have programmatic experience with this root cause?
- Do you have any evidence that this is a root cause?
- Can the problem be addressed in 3-5 years?
ADVOCACY ISSUES AND ROOT CAUSES

CRITERIA FOR PRIORITIZING AN ADVOCACY ISSUE

- Specificity and clarity
- Amount of evidence to prove the problem
- Potential for partnership to address the issue
- Amount of political will to address the issue
- Organization has unique experience and expertise to contribute to addressing the issue
- Availability of resources (time, money, and influence) to address the issue
- Risk to your organization to address the issue
- Likelihood the policy change or action will significantly impact the problem
- Feasibility of success in 3-5 years
Use this slide to document participant brainstorm of potential advocacy issues to be addressed via the strategy drafted in this workshop – or – use flipchart paper to document brainstorm and delete this slide.
Critical programmatic or technical documents or research that could support your position on the issue

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<th>TYPE OF DOCUMENT OR EVIDENCE</th>
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DAY 2

Advocacy goals and objectives and stakeholder mapping
GOAL AND OBJECTIVES

- Goal (Long-term, higher level)
- Objective (Shorter-term, steps to achieve goal)
- Components

  - **WHO**: the decision-making institution with the power to take action on your advocacy issue.
  - **WHAT**: the change you would like to see relative to your advocacy issue.
  - **HOW**: the specific action the decision-making institution can take to accomplish the change.
  - **WHEN**: a time frame for the action to occur (often between six months and three to five years depending on the particular advocacy effort).
GOAL AND OBJECTIVES

SMART GOALS AND OBJECTIVES

- **Specific**
- **Measurable**
- **Achievable**
- **Relevant**
- **Time-based**
EXAMPLES OF OBJECTIVES

EXAMPLE 1

- **Non-SMART Objective:** Conduct a pilot project on the importance of freshwater ecosystems.
- **Example SMART Objective:** The Ministry of the Environment conducts a pilot project that will train community health workers to educate 80 villages about the relationship between healthy, freshwater ecosystems and healthy people by January 2021.

EXAMPLE 2

- **Non-SMART Objective:** Get media coverage highlighting habitat restoration.
- **Example SMART Objective:** A major national newspaper runs a series of articles about the importance of restoring riverine habitat along the Umzimvubu to protect human, livestock and ecosystem health by November 2020.
GOAL AND OBJECTIVES

Goal group brainstorming activity

Small group objective work
Decision-makers: People with the formal power or authority to take the desired policy action and/or their key advisors or staff.

Influencer: People or groups who can have a compelling force on the actions, opinions, or behavior of decision-makers.

ALIGNMENT, INTEREST AND INFLUENCE MATRIX (AIIM)
DECISION-MAKERS AND INFLUENCERS

KEY QUESTIONS

- What are their priorities?
- What motivates them?
- What is their background?
- How supportive are they of your issue?
- How aware are they of your issue?
OPPOSITION AND OBSTACLES

KEY TERMINOLOGY

- **Opposition**: a group of adversaries or competitors, especially a rival political party
- **Obstacle**: Something that blocks one’s way or prevents or hinders progress
- **Resistance**: the refusal to accept or comply with something; the attempt to prevent something by action or argument
- **Influence**: the capacity to have an effect on the character, development, or behavior of someone or something, or the effect itself
- **Mitigation**: Reducing the severity of the problem, issue and/or obstacles
DAY 3

Advocacy strengths, limitations and partnerships, advocacy work planning, messaging
STAKEHOLDERS, LIMITATIONS AND PARTNERSHIPS

KEY ADVOCACY SKILLS

- Passion, commitment
- Ability to communicate verbally and written (articulate)
- Ability to work in a team
- Likeable
- Understand protocols/context and behave appropriately within them
- Respectful
- Persistent
- Good at research and evidence creation
- Translating evidence into messages
- Well connected
- Listening
- Ability to read people/discern the situation/identifying cues/knowing when to and not to push
- Policy writing and analysis
- Realism
- Negotiation skills
- Motivation skills
- Presentable/good physical appearance
PARTNERSHIPS

STRATEGIC REASONS TO PARTNER

- Adds to the number of organizations actively working on the issue.
- Brings together new constituents demonstrating wide-scale and diverse support for the issue.
- Demonstrates benefit to multiple sectors of importance.
- Improves ability to reach and persuade a wider set of decision-makers and influencers.
- Helps to mitigate the influence of the opposition.
- Yields additional expertise, skills, and resources.
- Helps fill an organization’s advocacy gaps.
PARTNERSHIPS

EFFECTIVE PARTNERSHIPS

- Bring resources to the advocacy effort.
- Are generally easy to work with.
- Are aligned with your advocacy goal.
- Bring few risks.

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PARTNERSHIPS

QUALITIES OF AN EFFECTIVE PARTNER

- Swift attention to problems
- Shared power
- Clear expectations
- Mutual responsibility
- Ample recognition, thanks, and praise
- Inspiration and celebration

- Strategic thinking
- Persistence
- Personal and regular contact
- Regular flow of information (bi-directional)
- Focused goal-setting
- Common goal/purpose

- Complementary skill sets and networks
- Mutual respect
- Money, resources
- Demonstration of performance – track record of success
PARTNERSHIPS

TYPES/FORMS OF COLLABORATION

- Information and data sharing
- Developing common messages
- Mutual consultation
- Joint planning and strategizing
- Coalitions and alliances
TYPES OF COLLABORATION

INFORMATION AND DATA SHARING

Individuals and organizations agree to freely share information and data based on their contacts and what they learn in their work. There is no joint decision-making or requirement to use the information in a certain way.
DEVELOPING COMMON MESSAGES

Partners agree to share information and then analyze it together to identify trends and develop shared messages. Each organization will use these messages as they see fit within their own advocacy and not necessarily in coordination with each other.
TYPES OF COLLABORATION

MUTUAL CONSULTATION

Partners use one another as a resource to develop their own individual plans to achieve policy advocacy goals. They get ideas from each other but still do separate work.
TYPES OF COLLABORATION

JOINT PLANNING AND STRATEGIZING

Partners identify similar challenges and develop mutually reinforcing plans and strategies to address them. Each partner does its own work but holds the other accountable for agreed-upon actions.
TYPES OF COLLABORATION

COALITIONS AND ALLIANCES

The most formal type of collaboration where individuals and organizations work together on a shared plan of action. They are committed to supporting the plan and each other. Some coalitions are temporary, and the partners disband after they reach their common goal. Other coalitions are like a long-term alliance, with a permanent structure and organization.
ACTIVITIES AND APPROACHES

ACTIVITY CATEGORIES

- Events and meetings
- Materials and publications
- Generating or collating data and evidence
- Media and communications

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KEY QUESTIONS TO CONSIDER

- Will the activity address our decision-makers’ key interests?
- Will the activities catch the interest of our decision-makers and/or their influencers?
- Will the activity lessen the influence of any opposing groups or counter their messages?
- Do we have the expertise and resources to carry out the activity?
- What upcoming events, significant dates, or government decisions could be opportunities for mobilization and advocacy? (Opportunistic)
- Does the activity pose any risk to our organization?
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<th>RESPONSIBLE STAFF</th>
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QUALITIES OF A COMPELLING MESSAGE

- Brief
- Focused
- Solution-oriented
- Supported by evidence
- Targets key interests of the decision-maker

- Uses non-technical language
- Optimistic and hopeful
- Has a clear request

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FOUR PARTS OF AN ADVOCACY MESSAGE

1. What is the issue?
2. Why should the decision-maker care about the issue?
3. What is the proposed solution and how will it impact the problem?
4. What do you want the decision-maker to specifically do following your interaction?
IDEAL MESSENGERS

- Messengers should be diverse.
- Messengers should represent a range of seniority.
- Messengers should be effective public speakers.
- Messengers should support your advocacy goal.
# Messaging

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DAY 4

Measuring advocacy progress and adaptive management, next steps

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MEASURING PROGRESS

- Measure small incremental change
- Changes in language
- Public statements
- Tools: outcome harvesting, language measurement
Before you leave the room today, what are the next steps required for finalizing the strategy?

Who might need to review/approve the draft?

What are the roles/responsibility of those who contributed to the draft strategy in this workshop? What about those not involved in the drafting?

When will contributors to the strategy re-convene to check in on progress?
Congratulations on the completion of your draft advocacy strategy!

Best of luck as you advocate for the integration of FW-WASH to protect water resources for people and nature.