

WAVES communications & engagement: a framework

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Steve Bass, IIED

www.iied.org

Comms is critical for WAVES

- ‘Change people’s **mindsets** to account for env!’ (Inger)
- ‘We continue to talk to each other – now we need the **right language, messages and be inclusive**’ (Warren)
- ‘**Convince** the real decision-makers, the ‘real economists’, and potential users!’ (Glenn-Marie)
- ‘The **culture** of decisions is not always data-fixated’ (Fulai)
- ‘We have many **channels for influence** we can use’ (Piet)
- ‘Avoid contentious issues first to build **confidence**’ (Marian)
- ‘**Don’t mistake** awareness comms for policy evidence’ (Pushpam)
- ‘**Credibility** and strong **endorsement** is key: it’s all about communications’ (Glenn-Marie)

So much to communicate about...

ACCOUNTING & VALUATION

- **What has WA & VES achieved?**
- **Show me actual best practice!**
- What are the most suitable options – or *alternatives*?
- *Why value ecosystem services if there's no market?*
- What does wealth accounting and valuation cost?
- *...How do we get started?*

THE PARTNERSHIP

- **Who are WAVES partners?**
- **What does partnership entail?**
- *What are the common values and expectations of WAVES partners?*
- Is WAVES promoting just one harmonised approach?
- Macro, policy, &/or project focus?
- Why is the World Bank involved?
- **How does this relate to TEEB, GEI, GEC, etc?**
- **What is the work plan and what progress has been made?**
- *...(How) can I get involved?*

Framework for WAVES comms strategy

COMMS TASK		PURPOSE	MEANS
Info-sharing	Pushing out	Clarifying rationale for WA and VES; what they are, entail and cost; learning	Web, video, networks, reports, newsletter, blog, mail-list, flagship
Profile raising & maintaining	Pushing out	Identity of the WAVES partnership and how it works; gaining and keeping trust	Brand both the partnership and its work; principles
Engaging and mobilising	Pulling in	Listening to partner and user opinions and needs; and encouraging collaboration	Workshops, surveys, networks, prize, pilots, partner fund
Influencing	Push & pull	Getting people to adopt useful WA, VES, or equivalents	1-to-1 briefs; press; joint events; specific cases

After Liz Carlile, IIED (2011, forthcoming)

Ensuring WAVES' internal coherence

Program & partnership stage	PURPOSE	COMMS AND ENGAGEMENT TASKS
Forming	Coming together on an issue	This mtg! Exploring different ideas. Identifying diff languages/theories
Storming	Coming to internal agreement	Sorting out arguments and choices together. Shaping profile
Norming	Presenting consensus externally	'Core script'. Agreed partner roles. Collective responsibility
Performing	Effective, efficient team communications	Meetings, reporting, reviews... Knowledge and info management

External communications can suffer if the above have not been worked though by the partners and program managers.

To discuss?

1. **Sharing experience** of effective comms approaches for different audiences/levels
2. **Priority comms tasks** in prep and full phase
3. **Build on partners'** existing comms work – how?
4. **Broad resource needs** for comms
5. **Comms responsibilities** per partner – and collectively

i.e. elements of a comms strategy to be prepared following this meeting?

Comms must suit the **context**

- WAVES wants to **convince dev/finance stakeholders** that they have a stake in ecosystem management. **But:**
 - Env. and dev. institutions are separate
 - Env. language ('eco-services') confuses
 - Env targets (MDG7) are not integral
 - Views differ HICs, MICs and LICs
 - Env. is political & economic – not only technical!
- Much recent **initiative/progress to build on**: MA, Stern, TEEB, GER, PEI, ESPA...
- Need to focus on **global and national** levels, and link **diverse communities** of practice
- Need to appeal to **government, business, science, NGOs**
- *... Finding a language and a niche that works for all*