

# **WAVES 6<sup>th</sup> Annual partnership**

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## **From results to policy action: Communications / message development**

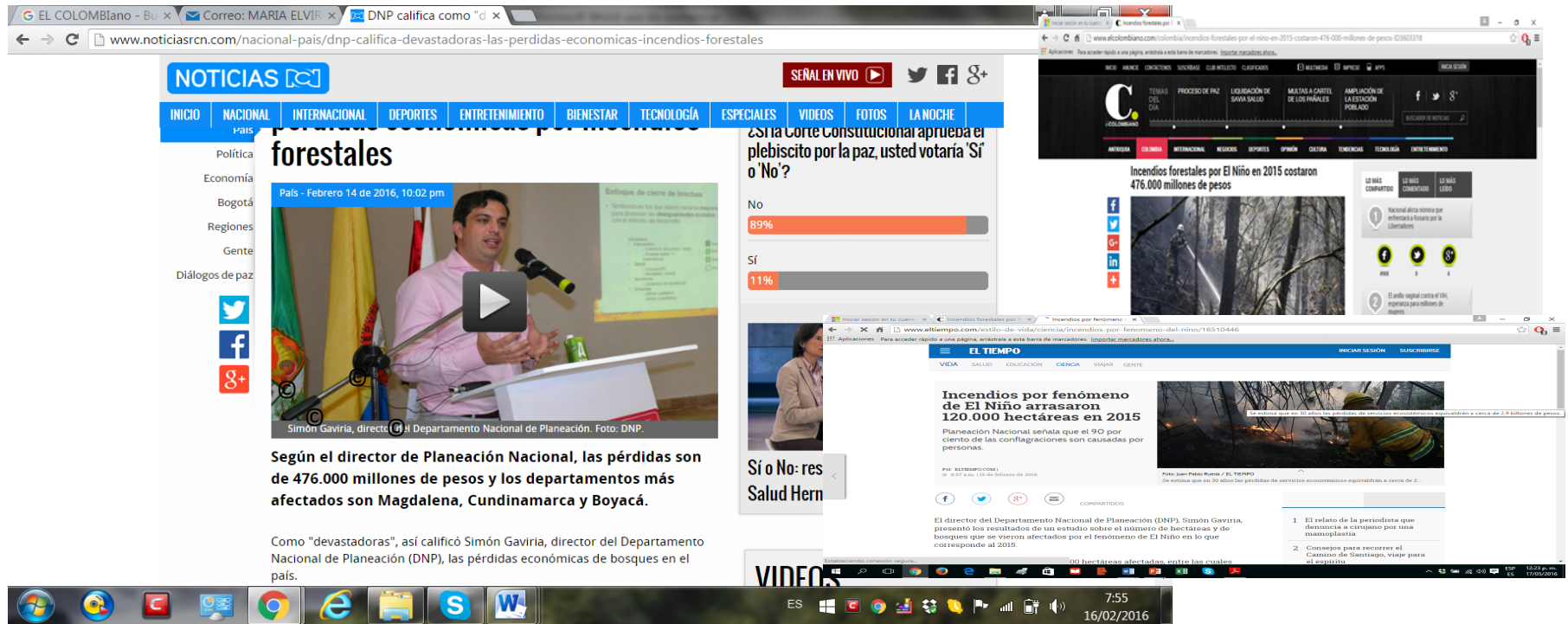


Wealth Accounting and the Valuation of Ecosystem Services  
[www.wavespartnership.org](http://www.wavespartnership.org)



# The accounts have informed recent political actions: Forests fires alert

Contents



- ✓ The NPD released a national alert on forest fires. The value of the loss of timber asset was calculated based on the national forest account generated by the inter-institutional work led by WAVES.
- ✓ Constant communications with stakeholders by newsletters, phone, face to face meetings.



WAVES 2016



# Work with communication offices from the WAVES steering committee

- ✓ **Approach:** prudent , not demanding, facilitate their work and take into account the **chain of command**
- ✓ **Commitments:** register WAVES progress on their websites: NPD updated the WAVES Colombia web site
- ✓ Each office sends out a monthly newsletter to around 800 stakeholders. This has had a **multiplier effect**





**RUTA DE CAMBIO DE PITALITO 2030**  
Consciente y comprometido con el cambio climático

**PITALITO TENDRÁ CONSEJO MUNICIPAL DE CAMBIO CLIMÁTICO** EN EL HUILA

## CUENTAS DE CAPITAL NATURAL EN COLOMBIA, EVALUÓ MISIÓN DEL BANCO MUNDIAL

28/12/2015 Actualidad No comments

BUSCAR





# Other stakeholders



- ✓ When in meetings with other stakeholders, strengthen the comms relationship, ensuring release of info eg Corporboyaca webpage



# Getting the media interested: generate opinion



Daily newspaper - 35,000 readers  
Close to 1,500.000 people on internet



El espectador2  
227.500 readers;  
shared by 1,556 people

- ✓ Relate the message to current debates in the country: peace process effects, Niño phenomenon. Identify the right journalist and pitch the story to them.



# GRACIAS!!



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