

Moving from Results to Policy Action: Communications, packaging results and messaging

Sonu Jain – San Jose 2016



Wealth Accounting and the Valuation of Ecosystem Services www.wavespartnership.org

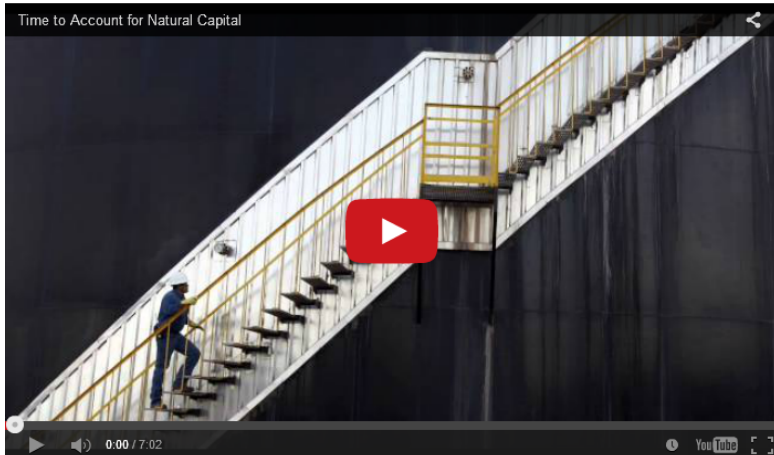


2012: Rio+20 – All buzz but no substance?



Rio's Buzzing About Natural Capital Accounting

SUBMITTED BY [RACHEL KYTE](#) ON THU, 06/21/2012
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Only a very short time ago, we were drawing blank looks when we mentioned "natural capital accounting." This week at Rio, everyone is talking about it. Walls are plastered with flyers about it. And our event on it yesterday drew such a crowd it was standing-room only.

With three presidents, two prime ministers, one deputy prime minister, a host of ministers, top corporate leaders and civil society groups in the room, we announced that the 50:50 campaign to get at least 50 countries and 50 companies to commit to acting on natural capital accounting was a success. The latest tally: 59 countries, 88 private companies, 1 region, and 16 civil society groups signing on to the Gaborone Declaration, recommitting to other natural capital initiatives, or agreeing to join forces with this movement.



[Deputy Prime Minister of the United Kingdom, Nick Clegg's Address at the Event](#) - Guardian

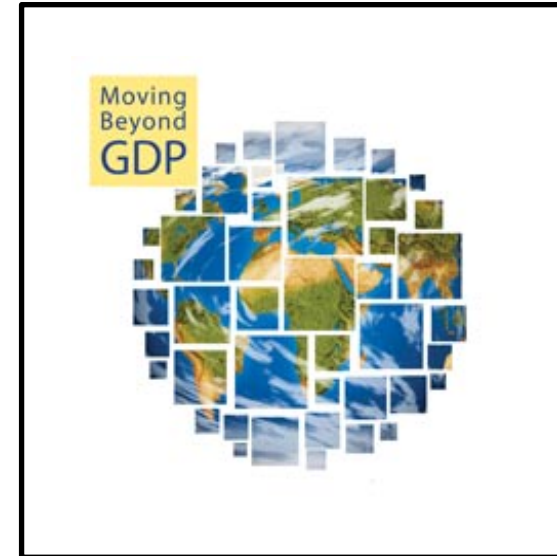
[Massive Show of Support for Action on Natural Capital Accounting at Rio Summit](#) - Finchannel

[Our Natural Capital is Endangered](#) - Speech by Janez Potočnik, European Commissioner for Environment

[Capacity building 'a major obstacle' to natural capital accounting](#) - Reuters Alertnet

[Ugandan Swamp Helps Stiglitz Show Benefits Beyond GDP](#) - Bloomberg

2013-14: The age of explain, explain and explain



<https://www.youtube.com/watch?v=4tzIFz6CKwU>

What exactly is NCA? Are you doing WAVES?? Is it about Oceans???

2014-15 Yes it is real! Website, Newsletter and Knowledge Center

Newsletter, Issue 25, March 13, 2015



Wealth Accounting *and the* Valuation of Ecosystem Services

WAVES is a global partnership that aims to promote sustainable development by ensuring that natural resources are mainstreamed in development planning and national economic accounts. [Learn More](#)

[Website](#) | [About Us](#) | [Natural Capital Accounting](#) | [Wealth Accounting](#) | [Partners](#) | [News & Events](#) | [Publications](#)



More than 100 delegates from nine countries gathered in the Philippines for the first systematic training by and for developing countries on ecosystem accounting.

Dear Colleagues,

We began producing the [WAVES Newsletter](#) two years ago as a way to keep you up-to-date on progress made by [WAVES](#) and the ever-increasing news and initiatives on natural capital accounting around the world. We started with 330 subscribers but now as we put together the 25th issue, nearly 2,000 people will receive this newsletter. Our readers range from statisticians to high-level policymakers in WAVES countries, academic and thought leaders, members of the private sector, World Bank staff and senior management, and many more. Some of our readers have sent us their comments on the newsletter and you can read them in the [WAVES Voices](#) section below.

Over the last month there have been several exciting events to advance the understanding and implementation of NCA.

In February, over 100 WAVES partners gathered in the Philippines for the [WAVES Knowledge Exchange Workshop on Ecosystem Accounting](#). This first-of-its-kind, five-day workshop aimed to bring together practitioners to learn, brainstorm, collaborate and share best practices and experiences on

Table of Contents

First WAVES Global Knowledge Exchange on Ecosystems and their Valuation

Turkey Hosts a Regional Workshop on NCA

Guatemala All Set to Update Their Ecosystem Accounts

Research Project in Madagascar, Mauritius and Morocco Building Capacity for NCA

Upcoming Events

Recent Publications

WAVES Voices

NCA in the News

News from our Partners

Events

[Natural Capital Symposium 2015](#)

March 23-25, 2015
Stanford University
Palo Alto, California, USA

The World Bank
[Advancing Natural Capital Accounting in Government, Business and Finance: Theory, Practice and Enabling Conditions](#)
April 8-9, 2015
Washington, DC, USA

Newsletter: Nearly 2,400 subscribers – mostly policy makers

Website: An increase of 25% in viewership on an average. In 2014-15, the site has received 100,000 page views from 25,000 individuals

NCA is one of the most popular topics on WB environment twitter feed



Wealth Accounting and the Valuation of Ecosystem Services

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Showing the worth: NCA and the design of payments for ecosystem services

Natural capital accounting improves our understanding of how ecosystems become



The accounting push and the policy pull: balancing environment and economic decisions

Why have public policy imperatives not yet pulled



Managing Coasts with Natural Solutions

Guidelines for measuring and valuing the coastal protection services of mangroves and coral reefs

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WAVES © 2014

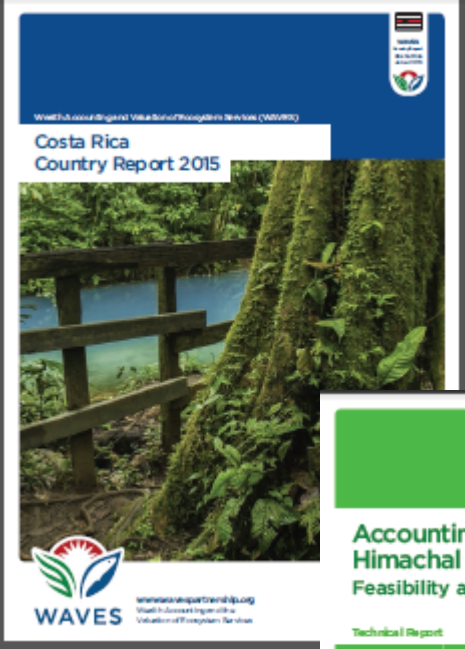
WAVES Partnership in LAC

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WAVES Product Portfolio

WAVES Product Portfolio

Costa Rica Country Report 2015



WAVES Partnership in the Valuation of Ecosystem Services

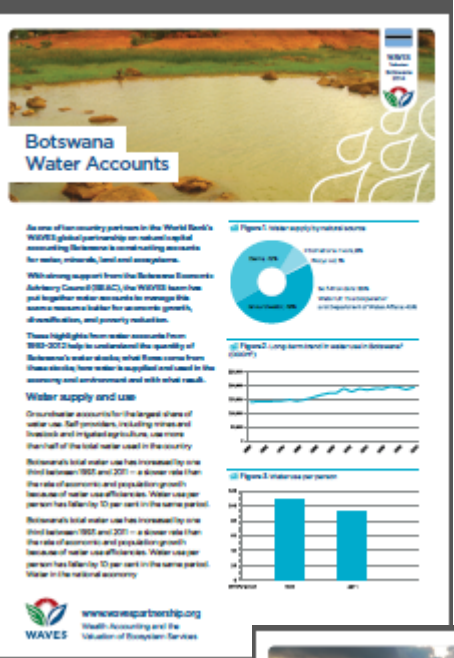
Policy Briefing

Sustainable, equitable and productive use of water through water accounting



WAVES Partnership in the Valuation of Ecosystem Services

Botswana Water Accounts



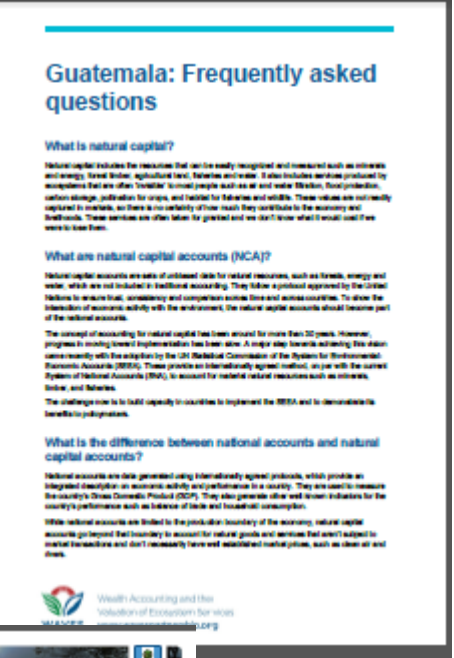
WAVES Partnership in the Valuation of Ecosystem Services

Guatemala: Frequently asked questions

What is natural capital?

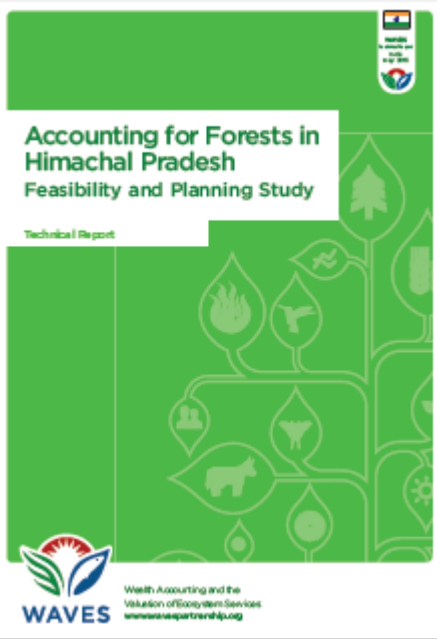
What are natural capital accounts (NCA)?

What is the difference between national accounts and natural capital accounts?



WAVES Partnership in the Valuation of Ecosystem Services

Accounting for Forests in Himachal Pradesh Feasibility and Planning Study



WAVES Partnership in the Valuation of Ecosystem Services



Country Brief: Guatemala

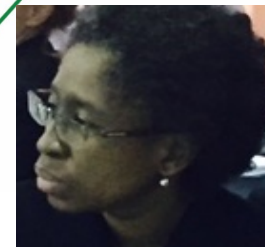
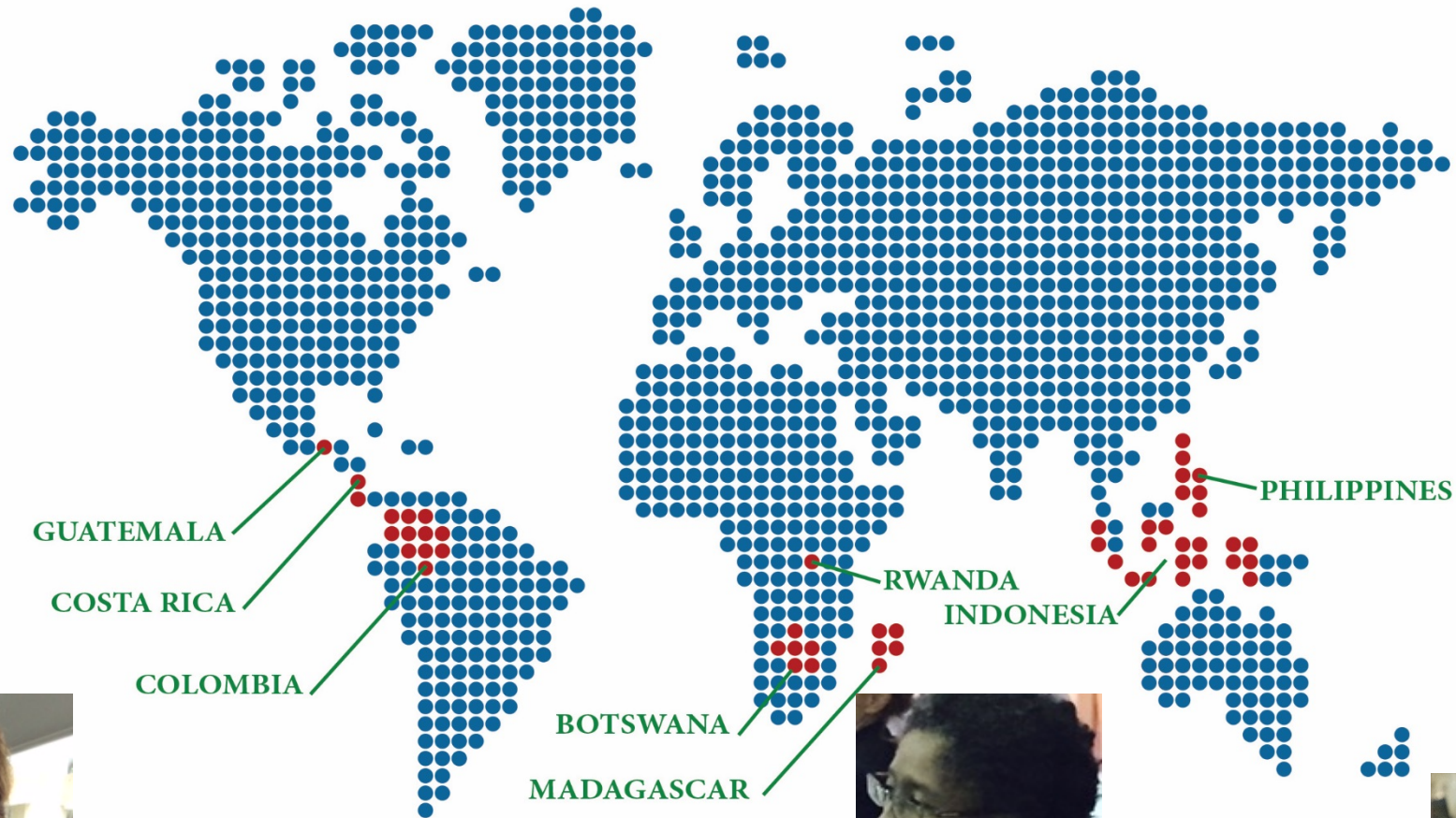
Rich background in natural capital accounts

Water accounting revealed the situation of the national land and natural resources for specific regions. For the municipality...



WAVES Partnership in the Valuation of Ecosystem Services

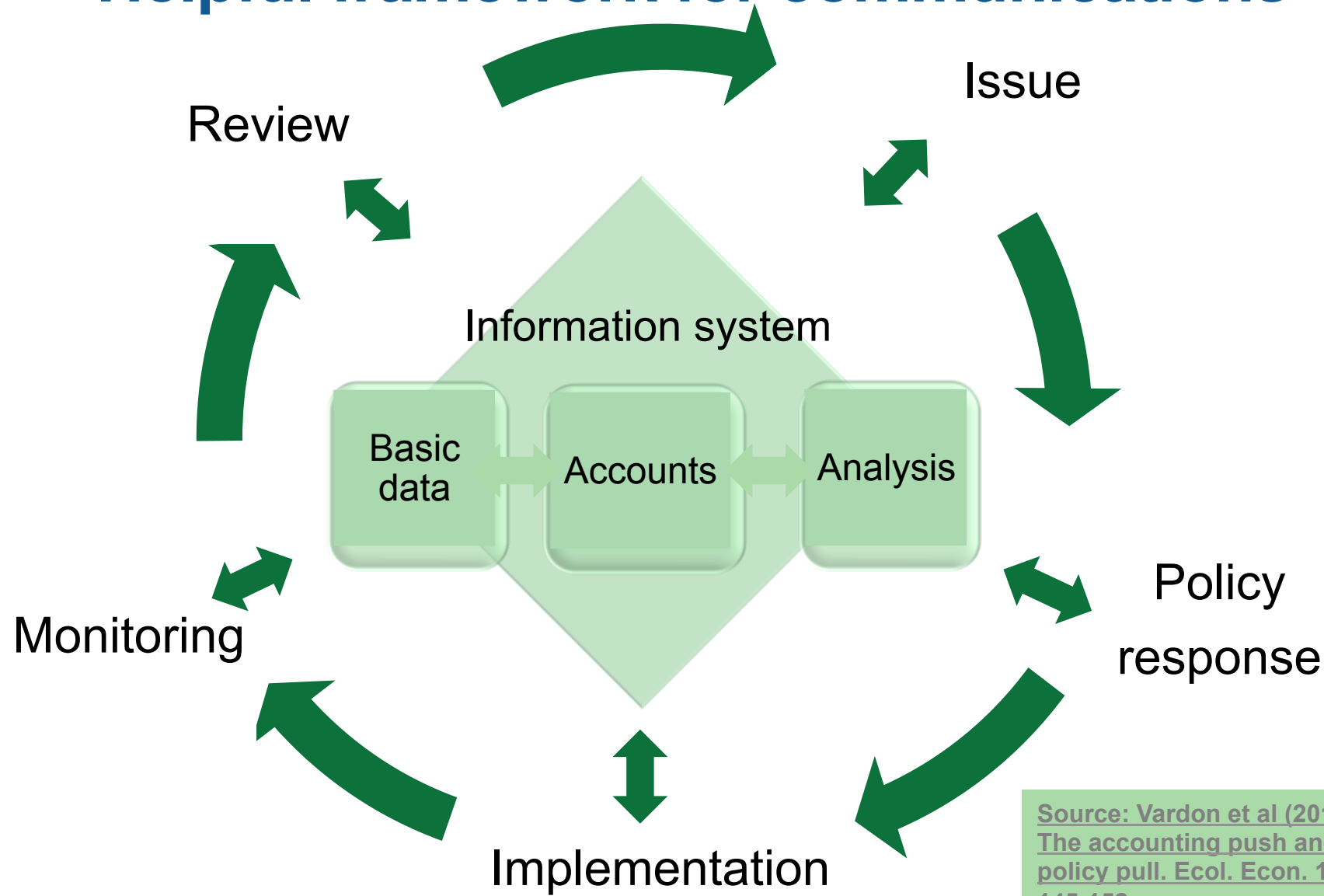
A team of communicators



2015-16: How do we get to the top rung?



Helpful framework for communications



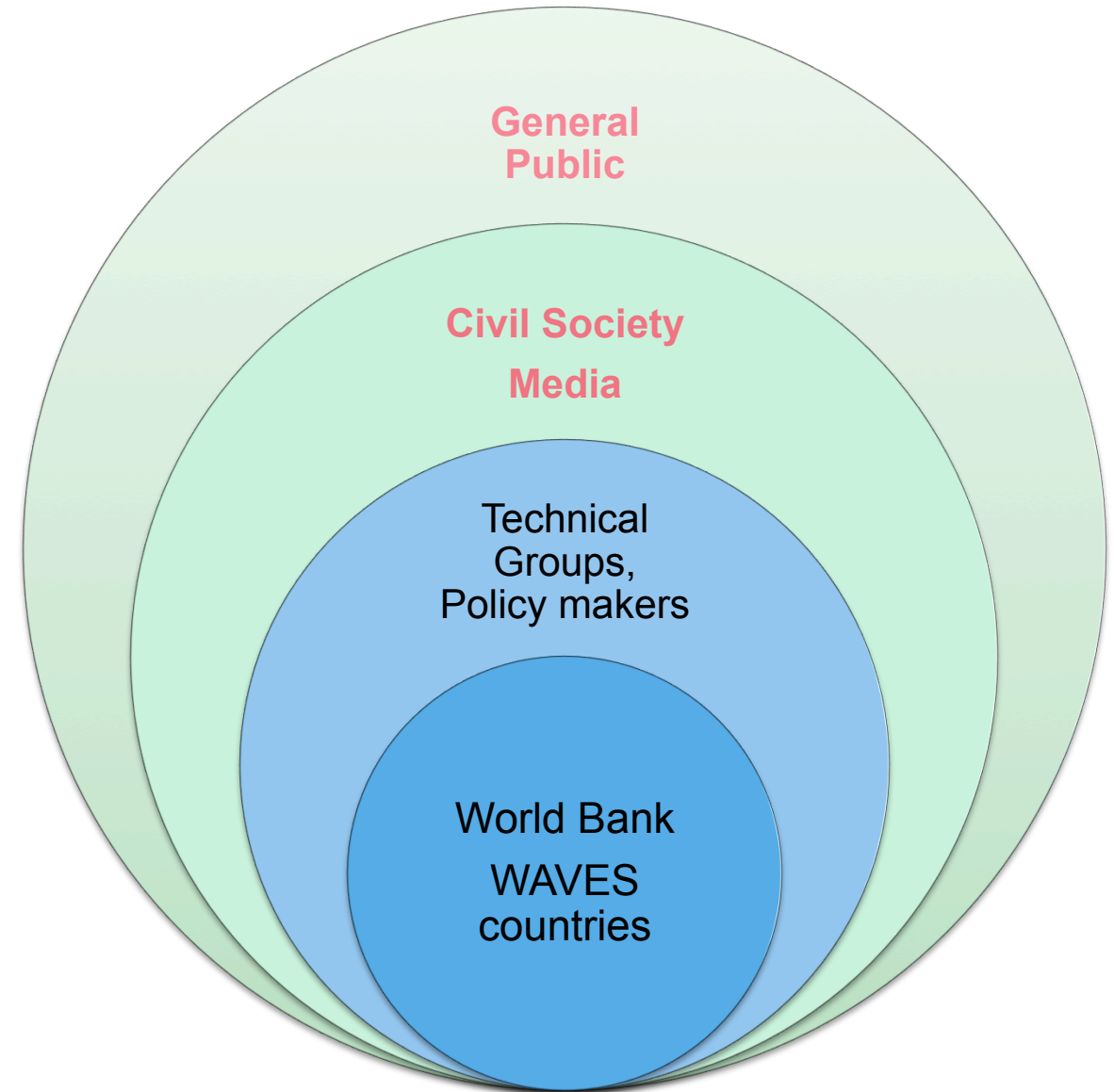
Source: Vardon et al (2016).
The accounting push and the policy pull. Ecol. Econ. 124: 145-152



Audience and Timing

Who should we be speaking to now?

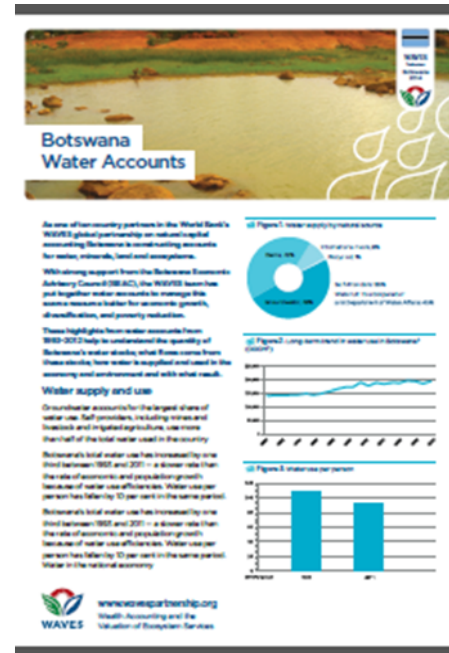
1. World Bank staff, country steering committee, early champions
2. Technical groups constructing accounts, policy-makers
3. Civil Society, Media
4. General public - 'man on the street'





Building relationships and being available to build credibility

Linking it better to country priorities and the political economy – OECD accession, water scarcity, mineral fiscal regimes



WBG Environment @WBG_Environment - 12 Oct 2015
#NaturalCapital Accounting for #forests is working to preserve #Colombia's rich #biodiversity bit.ly/1L278AO



← ↻ 4 ❤️ 2 ...

Showcasing work globally, fostering a sense of pride

Simplifying messages and standardizing products

Some examples of Success: Botswana

Political commitment

State-of-the-Nation
address by the
President highlights
the importance of NCA
(3 years in a row)

+

Clear message

The agricultural sector is the
highest water user but a low
contributor to GDP and formal
employment

Policy Response

National Development Plan 11
NCA features in the Key Note paper as
well as the Macroeconomic Outlook

Colombia: Promoting use of accounts, success with media

- **Constant communication with stakeholders**
- **Leveraging government departments and institutions**
- **Being opportunistic for policy levers/good timing**

Philippines: Aiding Implementation

- **Extensive Stakeholder engagement**
- **Creating champions**
- **Fueling momentum and government buy-in**

