WAVES communications & engagement: a framework

WAVES First Partners’ Meeting, March 2011

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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

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<thead>
<tr>
<th>COMMS TASK</th>
<th>PURPOSE</th>
<th>MEANS</th>
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<tbody>
<tr>
<td><strong>Info-sharing</strong></td>
<td>Pushing out Clarifying rationale for WA and VES; what they are, entail and cost; learning</td>
<td>Web, video, networks, reports, newsletter, blog, mail-list, <strong>flagship</strong></td>
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<td><strong>Profile raising &amp; maintaining</strong></td>
<td>Pushing out Identity of the WAVES partnership and how it works; gaining and keeping trust</td>
<td>Brand both the partnership and its work; <strong>principles</strong></td>
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<td><strong>Engaging and mobilising</strong></td>
<td>Pulling in Listening to partner and user opinions and needs; and encouraging collaboration</td>
<td>Workshops, surveys, networks, prize, <strong>pilots</strong>, <strong>partner fund</strong></td>
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<td><strong>Influencing</strong></td>
<td>Push &amp; pull Getting people to adopt useful WA, VES, or equivalents</td>
<td>1-to-1 briefs; press; <strong>joint events; specific cases</strong></td>
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*After Liz Carlile, IIED (2011, forthcoming)*
Ensuring WAVES’ internal coherence

<table>
<thead>
<tr>
<th>Program &amp; partnership stage</th>
<th>PURPOSE</th>
<th>COMMS AND ENGAGEMENT TASKS</th>
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<tbody>
<tr>
<td>Forming</td>
<td>Coming together on an issue</td>
<td>This mtg! Exploring different ideas. Identifying diff languages/theories</td>
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<tr>
<td>Storming</td>
<td>Coming to internal agreement</td>
<td>Sorting out arguments and choices together. Shaping profile</td>
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<tr>
<td>Norming</td>
<td>Presenting consensus externally</td>
<td>‘Core script’. Agreed partner roles. Collective responsibility</td>
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<tr>
<td>Performing</td>
<td>Effective, efficient team communications</td>
<td>Meetings, reporting, reviews... Knowledge and info management</td>
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External communications can suffer if the above have not been worked through 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**