



IWRM Communications Strategy

IWRM Workshop
Millenium Hall
Niue
20-23 July 2008



Objectives of Session

- **What is Communications?**
- **What is a Communications Strategy?**
- **The steps of developing a communications strategy**
- **What is needed from communications for the development and implementation of the IWRM National Plans?**



What is communications?

- Communications is the link between what you and others have to say, and
- Helps you and others to listen and understand.
- It helps people understand how to turn vision into reality - policy into action
- It encourages everyone by being able to demonstrate their achievements



What is communications?

Effective communications:

- Takes into account political, socio-economic and legal circumstances
 - Takes into account language and culture.
 - Is trustworthy and credible
 - Informs, convinces and encourages
 - Treats people with respect
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What is Strategy?

- Focuses on RESULTS
 - Focuses on long-term goals and objectives, and actions to achieve them
 - Takes into account the external and internal environment
 - Considers gaps between where you are now and where you would like to go, and what you need to achieve your objectives
 - Considers who are the stakeholders and encourages them to part of the solution, not part of the problem
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What is an IWRM

Communications Strategy?

SOPAC water program has a goal and objective:

The overall **Goal** of the project is:

- *‘To contribute to sustainable development in the Pacific Island Region through improvements in natural resource and environmental management’.*

The overall project **Objective** is:

- *‘To improve water resources management and water use efficiency in Pacific Island Countries in order to balance overuse and conflicting uses of scarce freshwater resources through policy and legislative reform and implementation of applicable and effective Integrated Water Resources Management (IWRM) and Water Use Efficiency (WUE) plans’.*



What is an IWRM Communications Strategy?

The goal is a statement of intent, to which programs, projects and activities are intended to contribute.

The objective is a the positive, improved situation that the program, project or activity is accountable for achieving.

AND.....It needs to be SMART!



What is an IWRM Communications Strategy?





What is an IWRM Communications Strategy?

The IWRM goal and objective is focussed on policy, legislative and institutional Reform:

- The overall project **Goal** of IWRM is:
 - *Supporting countries to develop national IWRM policies and water efficiency strategies, endorsed by both government and civil society stakeholders, and integrated into national sustainable development strategies*

 - The overall project **Objective** of IWRM is:
 - *Institutional change and realignment to enact National IWRM plans and WUE strategies, including appropriate financing mechanisms identified and necessary political and legal commitments made to endorse IWRM policies and plans to accelerate Pacific Regional Action Plan actions*
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What is an IWRM Communications Strategy?

Our communications strategy goal and objective help the IWRM to meet their objective and accountabilities :

- The communications strategy **Goal** is:
 - *Political, private sector and community support for IWRM policy, legislative and institutional reform*

 - The communications strategy **Objective** is:
 - *To develop sustainable communications approaches, resources and information management systems that enhance political, business and community support and action in integrated water resource and wastewater management.*
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What is an IWRM Communications Strategy?

Together, we are accountable for this Objective

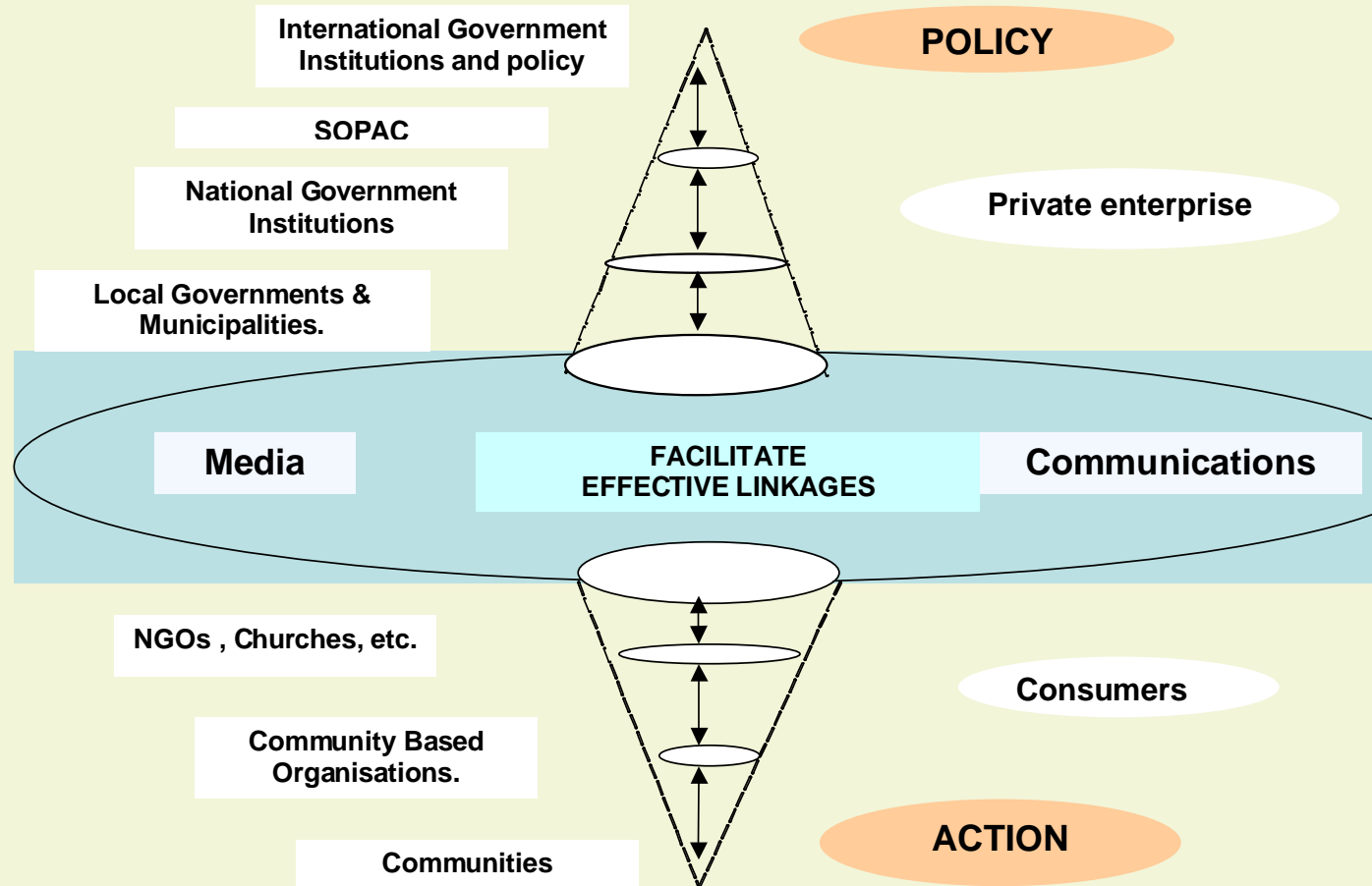
To develop sustainable communications approaches, resources and information management systems that enhance political, business and community support and action in integrated water resource and wastewater management.

Is the communications strategy SMART?

1. **Specific** – Objectives should specify what they want to achieve.
 2. **Measurable** – You should be able to measure whether you are meeting the objectives or not.
 3. **Achievable** - Are the objectives you set, achievable and attainable?
 4. **Realistic** – Can you realistically achieve the objectives with the resources you have?
 5. **Time** – When do you want to achieve the set objectives?
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Communications Pathways





IWRM Communications Strategy

- The media can be the link between government policy and action at implementation level.
 - Advancing and promoting pro-water policies at community/grass roots level.
 - Creating public awareness of and support for project goals and objectives.
 - Establishing an enabling environment for empathy, empowerment and engagement.
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IWRM Communications Strategy

- Specifically, how would you know if you had met your accountabilities in the objective? What results would you see?

- Something like these?



Communications Strategy - Results

1. Well understood and supported national IWRM policy and planning processes (*Political support for planning processes*)
 2. Stakeholder understanding of the economic, social and environmental benefits of integrated water resource management (*Issues and solutions*)
 3. Responsive and effective communications strategies and products, locally managed and delivered, enhancing awareness and action in civil society, government, the education system and the private sector (*Behaviour change, local responsibility for educating or training people in sustaining communications approaches*)
 4. National information management system, regionally networked, to access technical and scientific information, best practice and lessons learned to encourage replication of successful approaches. (*Robust access to information and resources into the future*)
 5. Strengthened multi-stakeholder and multi-sectoral partnerships through enhanced communications capacity (*Information sharing and joint action in production & delivery of communications products*)
 6. Effective and efficient internal (IWRM) information management system (*Internal Communications*)
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Communications Strategy - Results & Outputs

■ What is an output?

The tangible (measurable, practical), immediate and intended results to be produced through sound management of the agreed activities.

Examples might include media/communications products, services of training and intended to help realise the communications strategy objective.

These may also include changes, resulting from the activities, that are needed to achieve the objective.



Output Planning

For example: What outputs would you suggest would work in your environment to meet this result?

Responsive, participatory and effective communications strategies and products, locally managed and delivered, enhancing awareness and action in civil society, government, the education system and the private sector (*behaviour change, local responsibility for educating or training people in sustaining communications approaches*)

Output: eg Sector targeted toolkits on specific IWRM themes

Output: eg Radio ‘soap’ set on a remote fisher village

Output

Output



Communications Planning

■ Stage 1. Assess

It's important to find out all you can about:

- The specific problem you want to address
- The situation or context in which the problem occurs
- The audience/s you are targeting and;
- The support and resources you will need to achieve your objectives

■ Stage 2. Plan

In your Communications Strategy you need to clarify:

- Your long-term project goals (eg political support)
 - The short-term, measurable, objectives that can be achieved by your communications activities, and
 - Who will do what – and by when.
-



Planning

Stage 3. Design

- You need to make sure that your communications activities and products are designed to meet your specific objectives.
- You will need to design different approaches, depending on whether your objectives are to raise awareness, encourage participation, change attitudes, or promote new behaviours.

Stage 4. Pre-testing

- You need to pre-test the messages and materials with the target audience to determine their effectiveness.
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Planning

Stage 5. Implementation

- You need to make sure you have the
 - people,
 - resources, and
 - partnersto put everything into action.

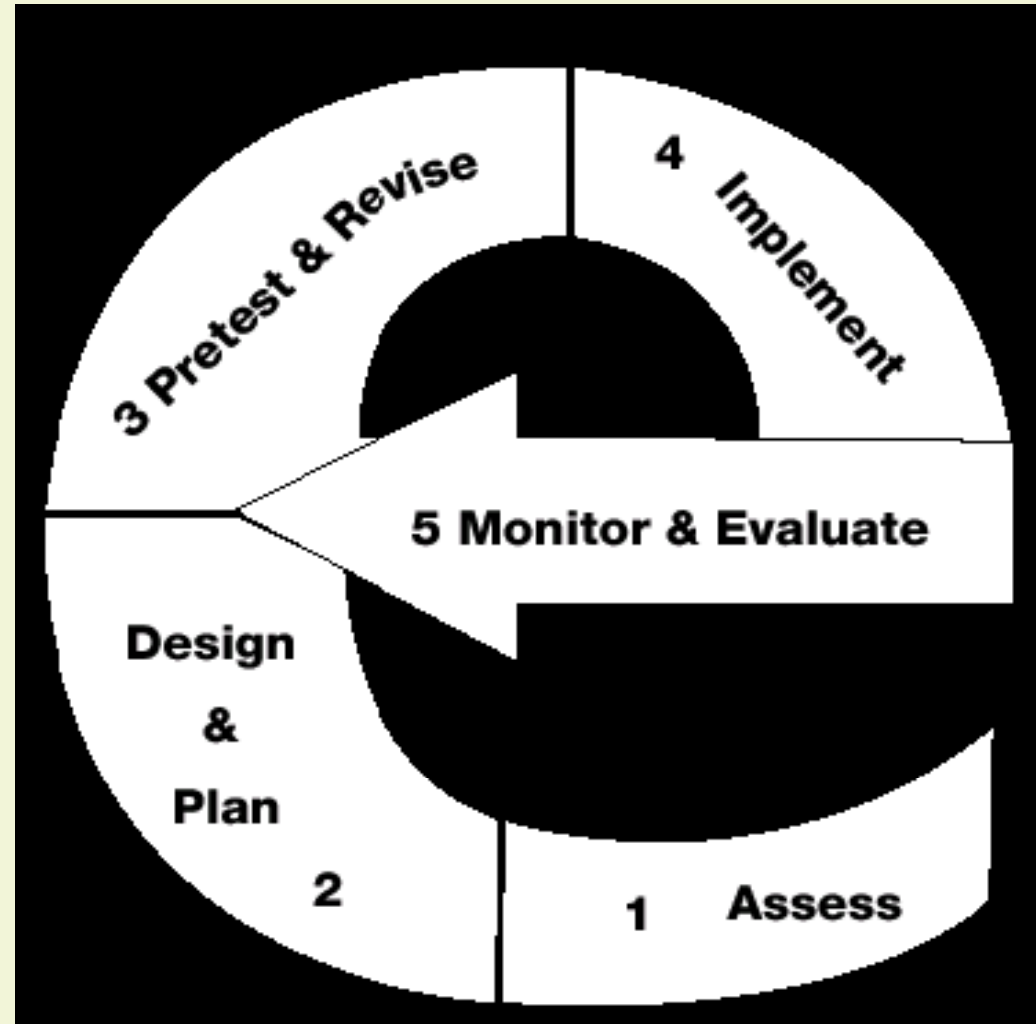
- You also need to make sure that you are prepared to manage any unexpected situations.

Stage 6. Evaluation

- You need to be able to measure the impact of your communications activities.
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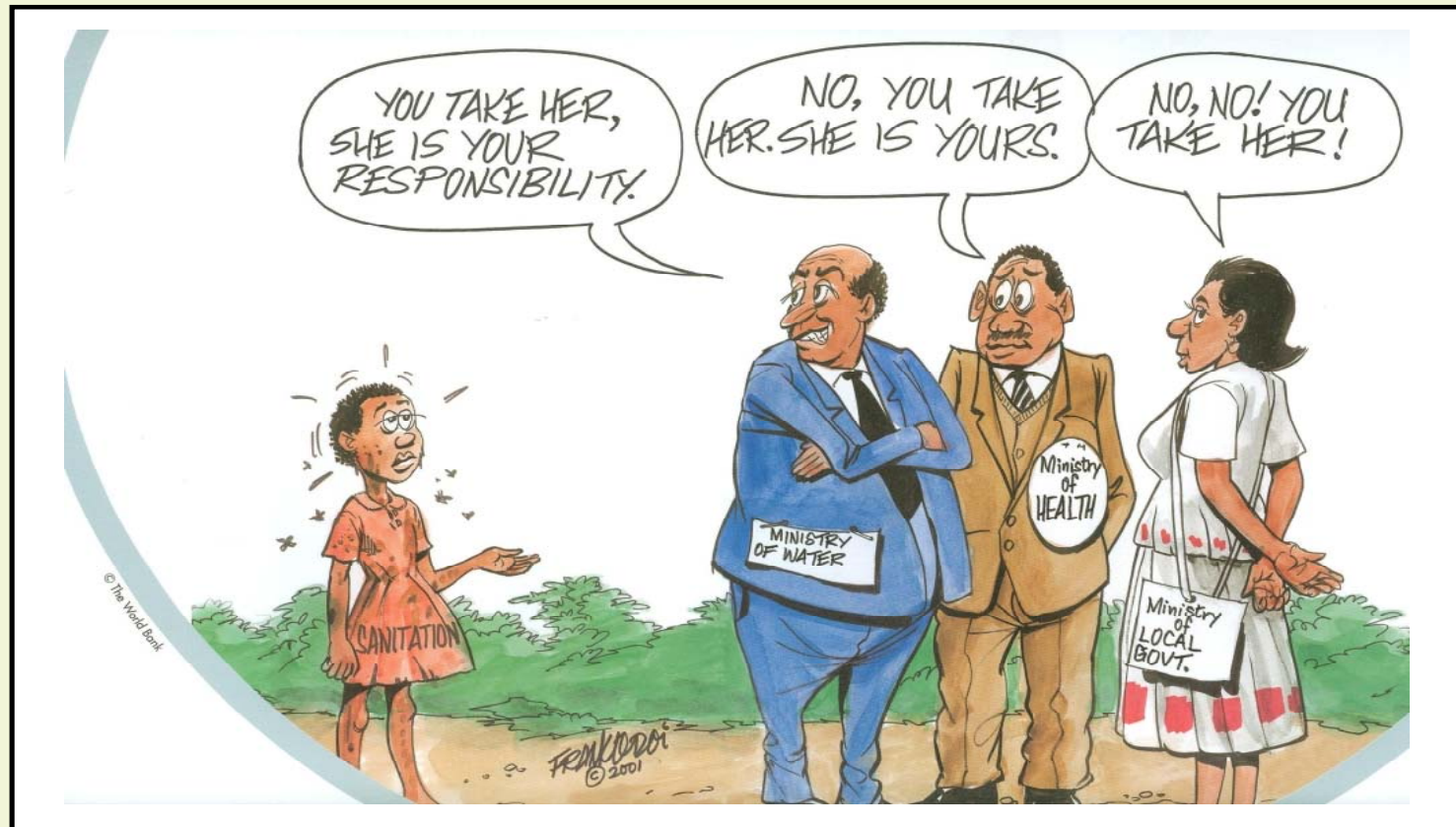
Implementation is an on-going process to ensure you achieve your objective





Output Planning

- **Case study: Political Will**





Case Study

- **Stage 1. Assess**

- The specific problem
- The situation
- The audience/s
- The support and resources

- **Stage 2. Plan**

- In your Communications Strategy you need to clarify:
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-



Country indicators for Political support (from Diagnostic reports)

- **Niue:** Niue needs to determine a National Water Vision focusing on sustainable integrated water resource management, raising the water profile, empowering people....
- **Cook Islands:** The largest institutional issue for water management in the Cook Islands is the lack of an overarching legal framework and strategy for water resource management....
- **Kiribati:** specific policy objectives are to review and revise, where necessary, all legislation, regulations and organisational responsibilities relevant to water and sanitation
- **Solomon Islands:** Water has not been the main priority in Solomon Islands by successive governments. The Government role is crucial for driving the process to attain sustainable water resources management. There must be a strong political will....



Country indicators for Political support (from Diagnostic reports)

- **PNG:** The main government agencies that are mandated by law to carry out water resources management, water supply and sanitation services are DEC, PNG Waterboard, Eda Ranu Limited, DoH and Geological Services. The Department of Works and the Department of Planning and Monitoring....
 - **Tuvalu:** There is no national plan endorsed for the management of water resources in Tuvalu. There was a ten-year Master Plan developed in 1992 which was shelved until recently when it was used to develop the draft Integrated Water Resources Management (IWRM) Plan.
 - **Fiji:** The Fiji Islands were provided with legislation by the colonial government, most of which has needed to be modernised since the colonial era. The legislation of Fiji currently covers various water services, but does not deal explicitly with IWRM...
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Country indicators for Political support (from Diagnostic reports)

- **Tonga:** There is currently no over-arching national water resources and water services policy...there has been no clear mandate as to who is responsible for managing water, despite recommendations for this to be resolved from many different stakeholders over the last 15 years....
 - **Vanuatu:** The goal of the current Water Resource Strategic Plan in process is: *Sustainable access to safe water for the people of Vanuatu to support improved public health and promote economic development.* The Plan is being prepared by the DGMWR as a national strategy...
 - **Marshall Islands**...overall enforcement of and compliance with general rules and regulations related to water resources remains weak. For instance, local government ordinances on Majuro that relate to littering, solid waste, animal waste and animal containment are very weakly enforced...
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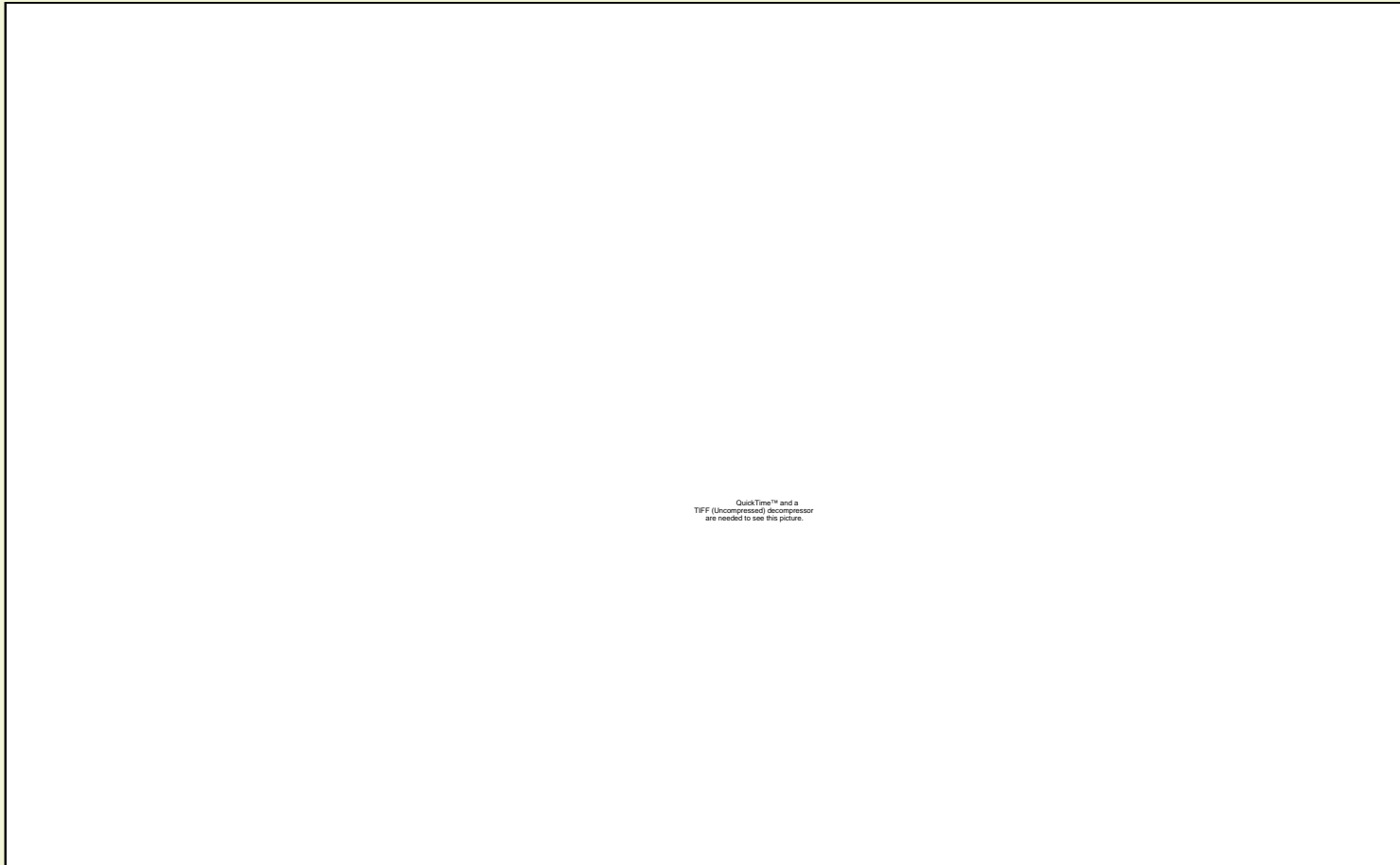


Country indicators for Political support (from Diagnostic reports)

- **Nauru:** There is no agency with responsibility for planning and managing water use, water shortage, preparing and implementing drought contingency plan, coordinating with water customers and developing strategic plans for integrated water management in the future.
 - **Samoa:** Government accords a high priority to water supply and sanitation, wastewater and water management and this is reflected in the SDS 2005-2007....Due to the absence of an appropriate policy and legal framework, which would support the establishment of this type of administrative body, the control over the management of water resources is fragmented.
 - **Palau:** The national Master Development Plan calls for 24-hour access to potable water by the year 2020. High priority is placed on a clean water supply, and proper water and wastewater management.... [but] the lack of funding translates into a lack of enforcement for the most part.
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Political Advocacy: What's wrong with this picture?





Political Advocacy:

This is what you get from poorly planned communication





Political Advocacy:

- Can you spend a few minutes in your groups, imagining what you might want to do, and what resources you might need to get this from your politicians and power brokers





Remember

- **Stage 1. Assess**

- The specific problem
- The situation
- The audience/s
- The support and resources

- **Stage 2. Plan**

- In your Communications Strategy you need to clarify:
 - Your long-term activity goal (eg political support)
 - The short-term, measurable, objective that can be achieved by your communications activities, and
 - Who will do what – and by when.
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CONGRATULATIONS! (and thank-you)

