Communications Workshop

GWP/UN-Water Campaign Training

December 1-5, 2014

Pretoria, South Africa
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These notes are not a comprehensive record of the workshop. There is considerably more information in the presentations.
Introduction

The annual GWP Communications Workshop was done in cooperation with UN-Water as part of GWP’s commitment to campaign for water as a dedicated goal on the post-2015 development agenda. Through a joint GWP/UN-Water campaign, GWP wants to be a major player in helping to implement the sustainable development goals (SDGs), with focus on water. End Water Poverty, a UK-based organisation, provided the training as a gift-in-kind to the campaign.

GWP participants

- Georgiad Angelopoulou, GWP Mediterranean
- Ruth Beukman, GWP Southern Africa
- Sidi Coulibaly, GWP West Africa
- Hawa Seydou Diop, GWP/SITWA/ANBO
- Camille Karangwa, GWP Eastern Africa
- Gabrielle Lee Look, GWP Caribbean
- Patricia Lumbu, GWP Southern Africa
- Yilin Ma, GWP China
- Rhoda Mafemba, GWP Southern Africa
- Gergana Majercakova, GWP Central and Eastern Europe
- Luc Claude Mamba, GWP Central Africa
- Chelesani Moyo, Communications Officer Intern, GWP Southern Africa
- Rini Natalia, GWP South East Asia
- Diluka Piyasena, GWP South Asia
- Julienne Ngo Yebga, Intern, GWP Southern Africa
- Eva Blässar, GWPO
- Steven Downey, GWPO
- Sara Erhardt, GWPO
- Monika Ericson, GWPO

Campaign Partners

- Daniella Boström Couffe, Communications Manager, UN-Water
- Joakim Harlin, UNDP Senior Water Advisor
- Maya Hammoud, Research Assistant, UN-ESCWA
- Walter Jennings, Senior Advisor, Kreab Gavin Anderson
- Candice Mahlangu, Department of Water and Sanitation, South African government
- Yasmina Rais El Fenni, Capacity Development Analyst, Cap-Net UNDP
- Sputnik Ratau, Director (Media Liaison), Dept. of Water and Sanitation, South African government
- Esmée Russell, International Campaigns Coordinator, End Water Poverty (campaign trainer)
Getting on the same page about campaigning

After a welcome and introduction to the 3-day campaign training by GWP Head of Communications Steven Downey, UNDP Senior Water Advisor Joakim Harlin gave an update of the current state of play concerning the position of Water as Goal 6 of the suggested UN Sustainable Development Goals (SDGs) for the post-2015 development agenda.

The UN General Assembly has adopted the proposed OWG goals as the main basis for the decision process on deciding on the SDGs. However, although water is well captured in the OWG report, we still have to keep an eye on the ball, it’s not over yet. 2015 marks a year of negotiations and agreements. Kenya and Ireland will co-chair these negotiations, leading up to the summit in September 2015 when the final agenda will be adopted.

Participant: raised the question of what can go wrong. The answer was that there are number of competing agendas – even within the water sector – and that in the end water as a whole might lose out. What we need to do is to keep it together and speak with one voice.

Daniella Boström Couffe, Communications Manager of UN-Water, gave a presentation of how UN-Water sees this campaign going forward. She noted that there are 118 UN Days per year, highlighting important issues. Water is one of these, but with 117 other to compete with, how do we make sure water stands out in this campaign? From Daniella’s experience of working in the “water world” for 7 years, she has noticed that people are starting to talk about water, so her message was: It’s time for water!

UN-Water has two main aims with this campaign, which is to raise awareness and inspire action on water. They have a short-term goal, which is to keep water as an SDG, but also a long term goal, which is finding out how they can educate people better about water.

Participant: This is a water campaign, but is water targeting other sectors, for instance, agriculture? The water sector has been criticized for talking only within own sector.

Participant: We can’t be seen as arrogant, but we need to get our message out – there will be no development without water. The question is, how can we maintain focus while reaching out?

How can we keep Goal 6 on the post-2015 development agenda?

The starting point is:

1) Understanding the difference between a political campaign and a public awareness campaign
2) Pinning down the problem, solution, and benefit

GWP’s role will follow along these lines:

• First phase, short-term – target 10-12 countries (how to select those countries still to be worked out)
• Initiative – position GWP as a credible, “go-to” partner in implementing the SDGs – long-term
Workshop objectives and outcomes

Objective

- To develop a global campaign (but also regional and country grounded) to keep Goal #6

Outcomes

- A plan of action or proposal – which will take the campaign forward. This will also include a plan for GWP comms officers to take back to their regions
- To identify what we don’t know
- Work out a common language / message – although this will then be tailored to regions, countries, and context
- Solidarity – agree on “making it happen”

What is a political campaign?

- Specific change in mind – needs a clear purpose and reason
- Impact – the end result
- The impact is the real change created by a campaign – the difference it makes to people’s lives – this is sometimes forgotten and goes back to the question: WHY? (purpose and reason)

Difference between targets (campaigner language) and audiences (comms language)

- Targets: who has the power to make the change (one person or small group)
- Audiences: reach out and getting messages known

Words that belong to a political campaign

- Focused – who has the power & can drive change, who can influence them, how to get them
- Targeted
- Strategic
- Tailored – specific issue and context, moment in time
- Compelling
- All the time ask the question why? If we can’t answer that question, we need to reassess

Words we associate with campaigns, but do not necessarily belong to a political campaign

- Raise awareness – since that is never an end result in itself (still has a place and important)
- Engage the public – that is not the only way of campaigning, and may not be the best tactic to reach the objective of the campaign
- Visuals (logos/tokens) – need to ask why? Who is the target? How does it fit into the strategy?
- Fund raising - different targets and strategy

What we are doing here is a political campaign – putting pressure on politicians, looking at the political drive for the post-2015 agenda (raising awareness can still have a place in the campaign).
Campaign planning:

- Problem
- Solution
- Benefit

Potential problems

1. Water will not have a prominent role in the SDGs
2. Water not seen as central to development
3. Other goals are seen as more urgent (for instance food security, health, gender, education, poverty)
4. Water not seen as an issue in itself – it’s seen as a cross-cutting issue
5. Reduction of goals might lead to water becoming “target” instead of goal
6. “Real” decision makers don’t prioritize water
7. There is no strong water industry that can lobby for the cause
8. Water secure nations have more influence – risk that water gets knocked out
9. Horse trading – risk that water gets knocked out by countries that have other priorities
10. Water goal/issue is too complex – might lead to only WASH being kept
11. Water sector not cohesive – internal trade-offs
12. Interlinkages within water not clearly known
13. Water not appreciated by other sectors
14. Relevant ministry not strong in national negotiations
15. Water is not a problem for everyone
16. Only affects poor countries – rich countries not interested
17. Personnel changes on decision maker level can lead to changes in agenda – nationally and globally

Following the brainstorm, this was the Problem we narrowed down (as it stands now):
If post-2015 decision makers don’t continue to prioritize the importance of water and its central role in sustainable development, it risks getting subsumed into other goals or targets.

Solution (as it stands now):
Decision makers must continue to prioritise the central role of water in the SDGs.

Benefit:
By investing resources and capacity into this, it will ultimately lead to a more water secure world, which will benefit people’s lives (still to be formulated).
Setting a unified vision, goal, and objectives

Each region (and global) did a review of how their region works and shared preliminary thoughts about how a campaign might be carried out, e.g., working through Partners, Country Water Partnerships, Regional Economic Commissions, Parliamentarians, etc.

Objectives, Stakeholder Mapping, and Messages

Suggestion to work in groups for the purposes of next exercise:

1) Med, CEE, Caribbean
2) SEA, SAS, China
3) Africa
4) Global

Objective: A specific result within a specific timescale and within available resources.

Suggestion to not give too many objectives – for a region or country you may want one or two. For global you may want one on advocacy and you may want one on coordination. If you have time you may want to add a milestone somewhere in the middle.

Using a half circle divided into three, list allies, opponents, and those who are neutral. Then put together a pyramid of power with powerful stakeholders towards the top.

The ‘pyramid of power’ is a pyramid shape because there are usually very few people who REALLY need to be influenced...it’s the idea of one or two people at the top. So this is not identifying audiences! Targets could change views with time and need to be monitored. Determining where targets fall on the power pyramid is very important as it helps assess how much influence they have (so how much attention we should pay to them).

Each region (and global) did preliminary brainstorming around stakeholder mapping, including possible countries to work in. It was recognized that, depending on feedback from within the region, further work would need to be done to on articulating objectives and determining the influential targets. Sara presented intelligence that had been gathered on where countries stand vis-à-vis the water goal. The list will be shared and further updated.

Esmée presented slides that summarized draft objectives and stakeholder analysis (see photo next page). Noted that Southern Africa region is missing (also CAM, SAM, and CACENA were not present).

Groups also brainstormed messages (elevator pitches) that might be used with targets (see below).

UN-Water presented preliminary plans for the UN-Water campaign which will be launched in January. There are two draft hashtags to use in social media: #wwd15 and #lifestream. New Delhi, India, is the likely location for the global event on World Water Day.
Campaign tools and techniques

Elevator pitches

Africa group did a role play of elevator meeting.

CEE, MED, Caribbean – targeting a minister in favor of water: If water is left out, it might have negative impact on key sectors and limit your country’s funding opportunities, we know you have supported water, please let’s keep it that way.

China, SAS, SEA – high level people like numbers and statistics. The group made the case for SDG #6 and giving facts and figures of what a goal would mean for different sectors.

Global – “I’m [name] of Global Water Partnership. Our network consists of over 3000 partners, most of which live in countries that you represent. Over the past two years our partners have given voice to the importance of water in development. This was clearly captured in the Open Working Group document. Please make sure that what the developing countries have agreed upon in these hard fought, inclusive consultations, don’t get opened up and discarded. We can’t let this agreement fall apart.”

Participants then shared various examples of campaigns they thought were effective and why.

Two words to always use in campaign: So that....
It helps you link/chain all activities together – answers why you are campaigning. It leads you through every step of the way and helps with monitoring and evaluation.

Participants brainstormed and shared various ideas regarding possible tactics to use in a targeted campaign effort, ranging from hosting special events, letters to and meetings with targets, press conferences, use of celebrities, etc.

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**Storytelling for Social Change – by Kristina Gubic**

Often stories are used in reports, but are not used as a tactic for decision-makers. We often think decision-makers want facts, but they are also inspired and moved and motivated by stories.

**Storytelling for Development**

- Tool for measuring our impact
- Accountability tool for our donors
- Way of sharing our work with stakeholders
- Conversation with our beneficiaries to check how we are doing
- A form of monitoring and evaluation
- A human-centric approach to reporting because we work in human systems (need to find our way back to talking to humans)

**Anatomy of a story**

- **Who** – main actors or stakeholders
- **What** – project descriptions and activities
- **When** – event date, project cycle term
- **Where** – describe the area that the story takes place in
- **Why** – this should relate to project objectives and what you are hoping to achieve
- **How** – your unique approach to development and describes your methods
- **So What?** – outcomes that are meeting the project objectives and includes results

**CLEVER:** Connect – Listen – Engage – Vision – Empathy - Resonate/Relevance

**STORY:** Strategic – Timely – Original – Research - Your Voice
Next steps and Action Points

Participant: Global agenda must be informed by regions. This gives clarity across the network. We need to know the intention and the understanding of working together. Message from GWPO must come from the correct channels and go to the right targets.

Steven: The idea is to have a global campaign with regional flavor. We want to have a united front though, i.e., work as one GWP. There is a budget, but numbers not known yet, nor is regional level of participation yet known. Regions have to give their input after consultations with regional coordinators and chairs.

Participant: Nothing is stopping the regions to start immediate work on a campaign to target decision-makers, even as part of the region’s already-planned activities. Are there activities already planned for 2015 in which the campaign can be incorporated?

Participant: I haven’t heard much about actions or activities planned for World Water Day – could this be a good opportunity to engage regions for this purpose. The timing seems to be pretty good.

Esmée: Many other organisations are working on the same thing for 2015 (not necessarily water) – could the regions tap into this or partner with them?

Action Points

1. Steven to send the workshop ppt, developed by Esmée, to the participants
2. All regions to immediately and informally report to region about the workshop
3. Everyone to place a the problem, solution, benefit, and objective slide on their desk!
4. Stockholm to review and agree – problem, solution, benefit
5. All regions and Stockholm to review and refine their campaign plans
6. All regions to identify target countries for the campaign, taking into consideration the countries where consultations have taken place
7. Sara to update and share the spreadsheet of country positions – regions to review and highlight mistakes/gaps
8. Global to prepare follow-up email to regions before Christmas for discussion and action
9. Regions to provide to Stockholm an outline of regional objective and suggested target countries (and why) and campaign plan by end of January
10. Stockholm to give feedback on regional plans
11. Regions to consider ways to link the campaign to preexisting projects/plans
12. Stockholm to develop campaign materials - a dedicated webpage on SDGs, hashtags for Twitter, messages, background document and ppt, etc
13. All regions to utilize UN Water’s It’s time... campaign materials
14. All regions to try and undertake one campaign activity on WWD
15. All regions to investigate if there are any partners they can work with
16. Stockholm to liaise with UN Water/End Water Poverty for intelligence on the process and share with regions, and regions to share intelligence with Stockholm
17. All regions to review plans and undertake 1 or 2 low-cost campaign actions by March 2015 – GIVE IT A GO
18. South Asia – to liaise with UN-Water re event in India on WWD
19. Stockholm to consider developing a pledge that countries could sign up to
20. CapNet to liaise with Patricia and Ruth re campaign plans and World Water Week
21. UN-Water and GWP to share strategic messages