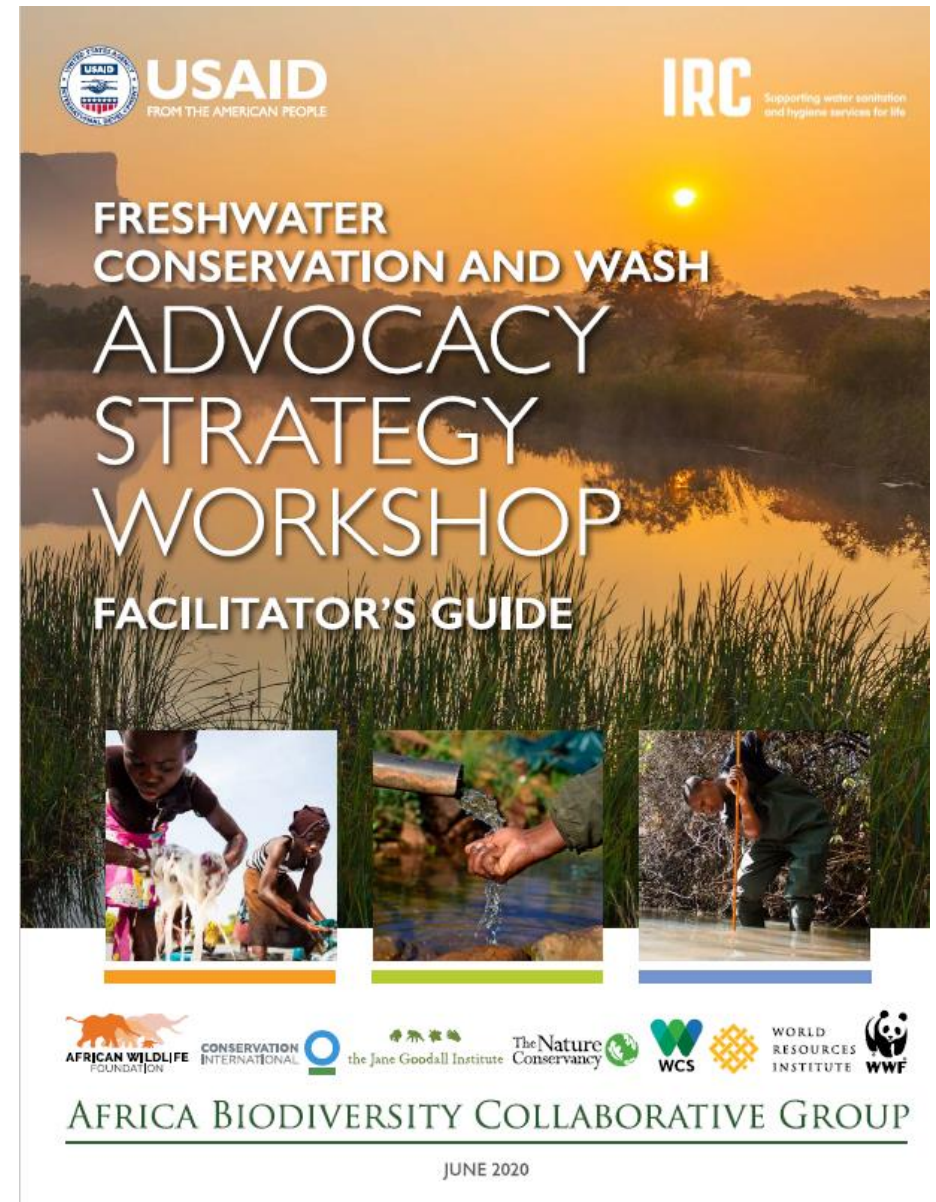


# ABCG Freshwater Conservation and WASH Advocacy Strategy Facilitator's Guide Launch

August 20, 2020





# Welcome

Moderator: Janet Edmond, Conservation International

Today's speakers:

- Rebecca Goodman, Africa Biodiversity Collaborative Group
- Colleen Sorto, Conservation International
- Elynn Walter, IRC
- Dr. Peter Apell, Jane Goodall Institute – Uganda
- G. Jessica Torrens-Spence, USAID Bureau for Africa



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# AFRICA BIODIVERSITY COLLABORATIVE GROUP

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Increasing our collective  
conservation impact

Rebecca Goodman  
[rgoodman@abcg.org](mailto:rgoodman@abcg.org)



## WHO WE ARE

ABCG is a partnership of practitioners who **convene, collaborate, and co-create** practical approaches in order to address emerging conservation challenges, inform policy, and integrate biodiversity conservation into international development agendas across Sub-Saharan Africa.

# HOW WE WORK

ABCG creates innovative conservation solutions by:

- Fostering collaborative and adaptive learning opportunities
- Generating and disseminating user-driven knowledge
- Helping practitioners improve, scale, and replicate





# Global Health Linkages to Conservation

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## Thematic Activity Areas:

- Population, Health, and Environment
- Freshwater Conservation and Water, Sanitation, and Hygiene

# Audience Ask – Question 1

[www.menti.com](http://www.menti.com)





How did we get here?

The role of advocacy within ABCG integrated programming

Colleen Sorto

FW-WASH Task Lead



2012

2013

2014

**Linking Biodiversity Conservation and Water, Sanitation, and Hygiene: Experiences from sub-Saharan Africa**

Author: David Bonnardeaux

June 30, 2012

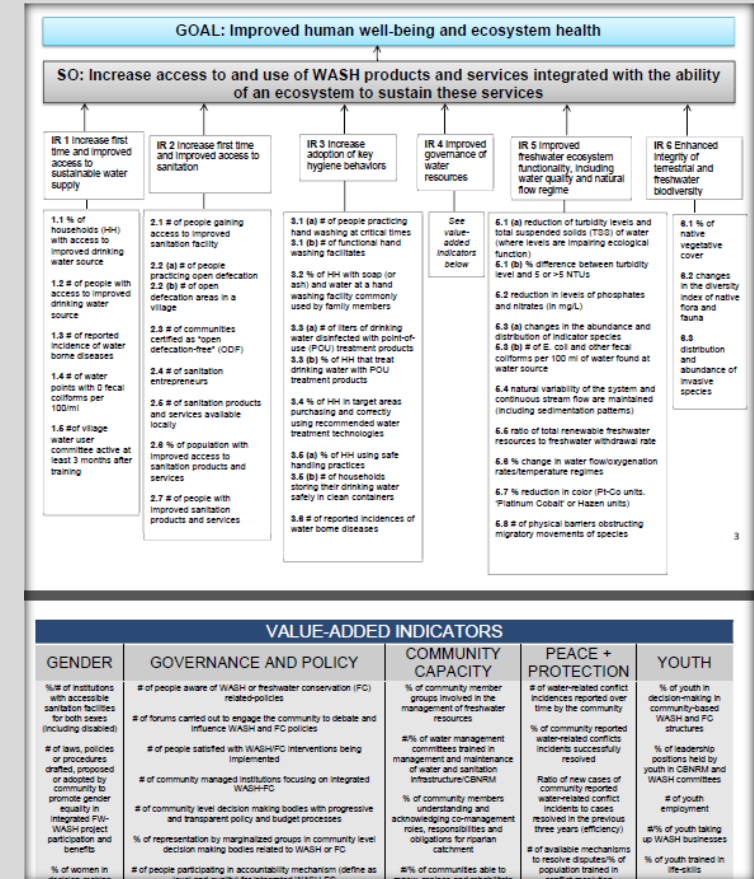


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## Freshwater Conservation and Water, Sanitation, and Hygiene INTEGRATION GUIDELINES

A Framework for Implementation in sub-Saharan Africa

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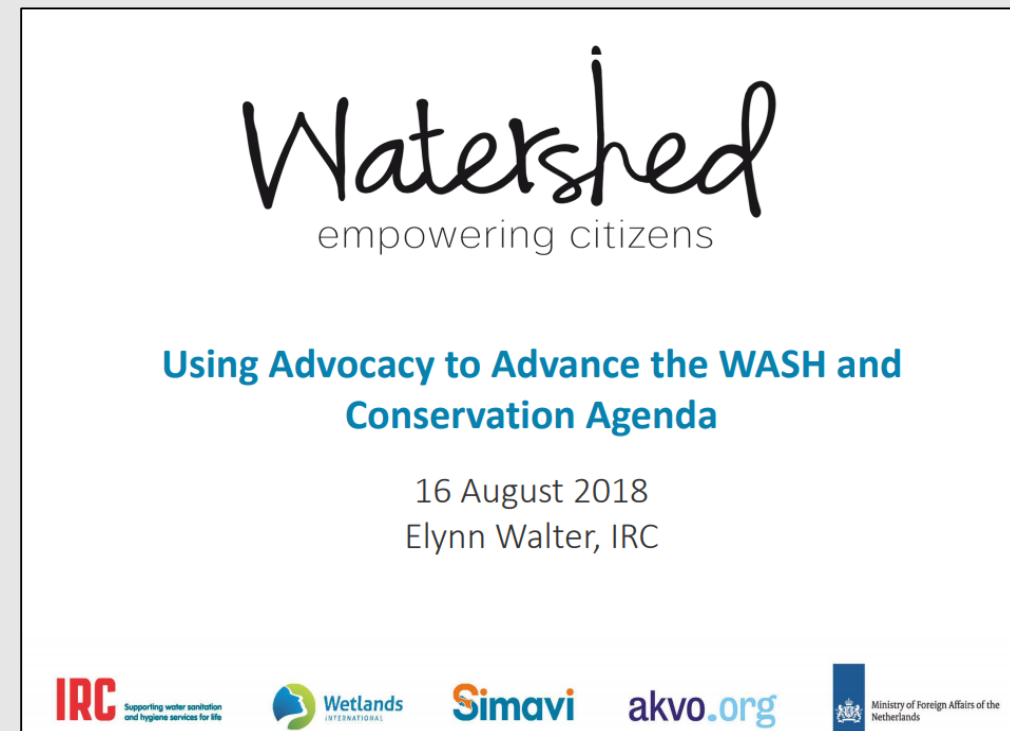
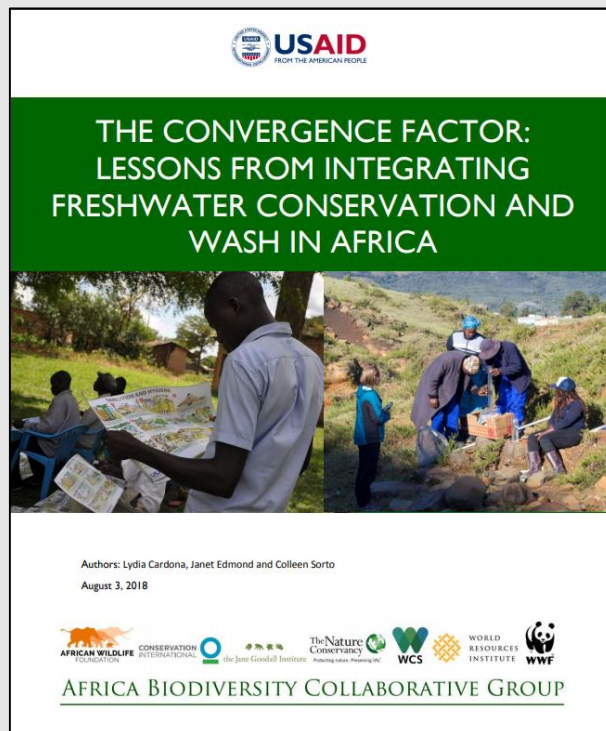


# ABC G I: Evidence base and tools for integration



# ABCG II: Pilot testing in South Africa and Uganda and establishing a Community of Practice

# Connecting our lessons and partner experiences shared in the CoP



# Audience Ask – Question 2

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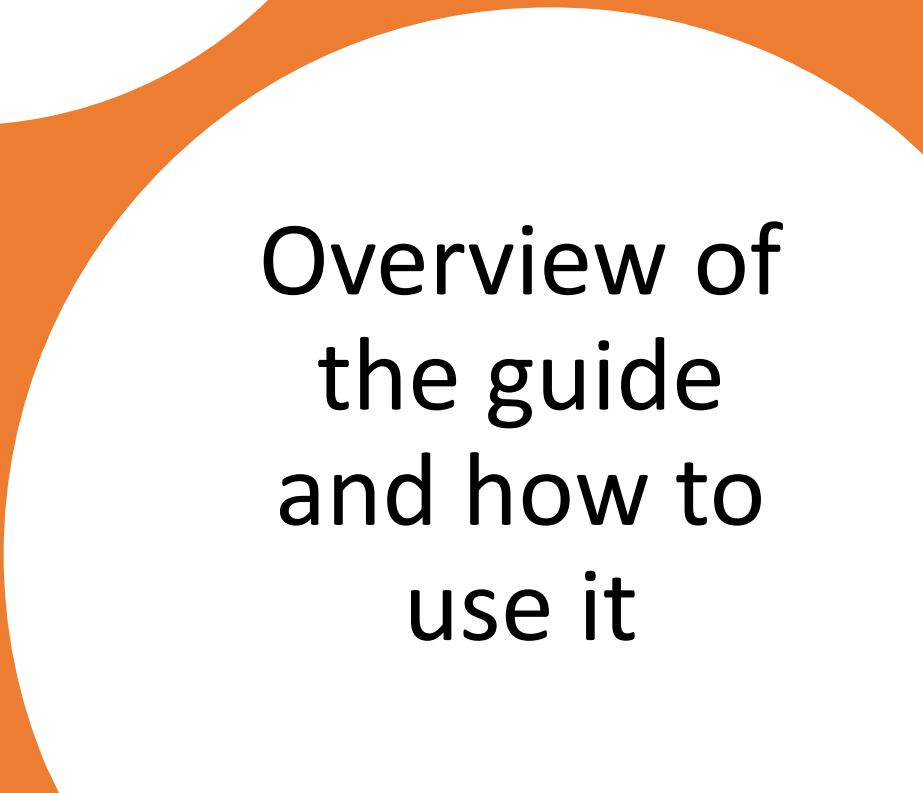
Watershed  
empowering citizens



Elynn Walter

**IRC**

Supporting water sanitation  
and hygiene services for life



Overview of  
the guide  
and how to  
use it

## Advocacy Strategy Roadmap



Steps in the roadmap:

Non-linear process

Consistent revisiting the goals and objectives for relevance

**IRC**

# Steps in the process

- ▶ Advocacy issue, root causes and evidence base
- ▶ Advocacy goals and objectives
- ▶ Decision-makers and influencers
- ▶ Opposition and obstacles
- ▶ Advocacy strengths, limitations and partnerships
- ▶ Advocacy approaches and activities
- ▶ Crafting advocacy messages
- ▶ Measure advocacy progress and adaptive management

# Details of the Process

**Identification of the advocacy issue, root causes and evidence base** - this includes taking an inventory of existing data and evaluating that existing data. Once you know the problem you are trying to address, why it is a problem and data you have (or need to find) that demonstrates there is a problem.

**Developing advocacy goals and objectives** shifts from the general problem to a narrow and concrete advocacy change you want to see. In addition, identifies the incremental changes that can contribute to a longer-term change. At this point a data gap analysis is useful to assess where additional information is needed to make the case to the decision makers.



# Process of the Manual

Next step in process helps advocates and influencers move from the change you want to see to **defining decision makers and influencers**, those with the power to make change. Stakeholder mapping and analysis are important in advocacy and influencing. Identifying the targets of your advocacy and their interests helps determine if the data and evidence you have is sufficient.

**Opposition and obstacles** can take the form of people or circumstances. If you find strong opposition to your advocacy issue making it difficult to achieve your goals and objectives, you may need to identify additional data and evidence. That additional information should address the specific reasons your opposition is against you.

# Process of the Manual

This step moves from external advocacy targets and potential challenges to a more internal focus – **identifying advocacy strengths, limitations and partnerships**. This part of the process helps individuals and organizations assess what advocacy specific skills or if they can collaborate with other organizations. This process also explores resources and capacities within and outside an organization which is particularly useful for the evaluating and translating your data and evidence into compelling messages and documents.

# Process of the Manual

**Measuring advocacy progress and adaptive management** reviews the goals and objectives; the data and evidence to support it; the approaches and activities; and the messaging to understand what is working and where adjustments or course corrections need to be made.

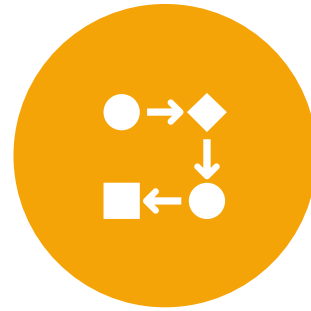
# How to use the Manual



AUDIENCE



LOGISTICS



PROCESS



IMPLEMENTATION  
VS ADVOCACY

# Thank you

Elynn Walter, IRC

[walter@ircwash.org](mailto:walter@ircwash.org)



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Experiences with Advocacy Strategy Planning and Advocacy in Practice

**Peter Apell**

The Jane Goodall Institute - Uganda

# ABCG-WASH

## Advocacy Strategy Background

- ABCG developed an advocacy strategy resources to help promote the benefits of cross-sectoral (i.e. conservation and WASH) policies.
- The Jane Goodall Institute is piloting the methodology in local villages in the Albertine Rift region of Uganda

### Theory of Change

*By linking freshwater conservation, access and WASH, we expect reduced watershed degradation and pollution will help increase the health of watershed ecosystems and species*



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# ABCG-WASH

## Advocacy Strategy Workshop Objectives

- To introduce advocacy and create a foundation of knowledge and understanding of advocacy concepts and approaches;
- To understand current advocacy priorities for the Jane Goodall Institute and the ABCG portfolio;
- To understand and apply the key elements of advocacy strategy design – specifically identifying the advocacy issue, goal and objectives; decision-maker and influencer identification; and message design and execution – tailoring messages to target audiences;
- To build upon and learn from existing advocacy and influencing experiences and expertise.



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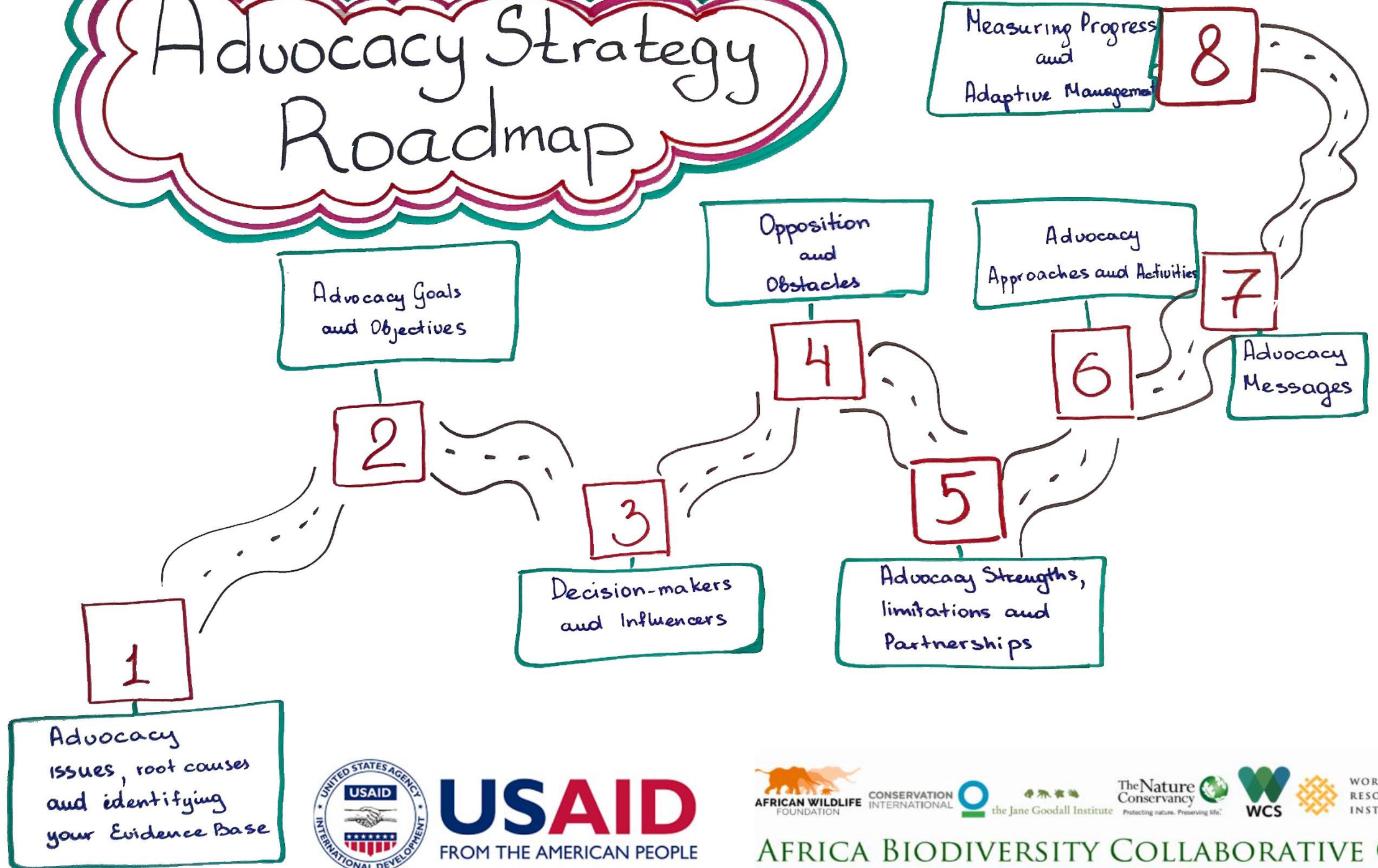
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# Advocacy Strategy Roadmap



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# ABCG-WASH Advocacy Workshop Key Elements

- ✓ Conscious efforts was made to keep the training interactive through frequent use of group discussions, group work, role play and brainstorming exercises
- ✓ Trainees were encouraged to take responsibility for their own learning experiences
  - Emphasis by doing; Simulation based on advocacy scenarios; Facilitators lecture and demonstrate – Plenary; Skills practice – small groups; feedback and critique*
- ✓ Sessions were designed to cover a period of 60 to 90 minutes, which includes theory, discussion and/or activities.



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# ABCG-WASH

## Advocacy Workshop Lessons/Outcomes

- Ideals and principals can be applied elsewhere;
- Framed JGI's process of identification of key actors to push the agenda for advocacy and other programming – *we now routinely employ the decision-maker and influencer identification*;
- The process has been helpful in improving efficiencies and reducing costs in JGI-U's WASH and other programming;
- It was a “turn-key” process – *complete strategy ready by end of workshop*.



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# ABCG-WASH

*Thank You*



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Audience Ask – Question 3  
[www.menti.com](http://www.menti.com)



# General Reflections

G. Jessica Torrens-Spence

United States Agency for International Development  
Bureau for Africa

A photograph taken from inside a train, looking out of a window. The view shows a sunset or sunrise over a range of mountains. The sky is filled with horizontal bands of orange, yellow, and light blue. The mountains in the distance are silhouetted against the bright sky. The train's interior, including the window frame and some blurred mechanical parts, is visible in the foreground.

# Questions and Answers



# Thank you!

- The guide is available to download at: <https://www.ircwash.org/wash-advocacy-strategy-workshop-facilitator%E2%80%99s-guide>
- Please join us **September 23, 2020** for the next CoP webinar. Our friends from the WaterSHED program will be back to discuss *“IWRM and WASH linkages and how CSOs can advocate for their integration in policy and planning.”*
- *If you are interested in sharing your experiences on integrated freshwater conservation and WASH, please contact Colleen Sorto ([csorto@conservation.org](mailto:csorto@conservation.org)).*

